

# Capabilities Statement

## COMPANY OVERVIEW

Belmondo Studios is a California-based, women-owned creative and digital agency specializing in public-facing campaigns for healthcare, education, and government systems. We help agencies translate complex programs into clear, engaging experiences that drive awareness, trust, and action. From digital platforms to integrated campaigns, we connect technical systems with the people they are designed to serve.

## CORE COMPETENCIES

### Public Awareness & Engagement Campaigns

- Behavior change and education campaigns across health, human services, and public programs
- Messaging frameworks that simplify complex or sensitive topics
- Multichannel campaign execution (Search, Social, Email, Content)

### Content & Storytelling

- Video storytelling and expert-led content (healthcare, education, public service)
- Educational content systems designed for clarity, trust, and action
- Social and digital content ecosystems that extend campaign reach

### Digital Experience & Accessibility

- UX/UI design for public-facing platforms and high-trust environments
- ADA Section 508 and WCAG 2.1 AA compliant design and development
- Scalable CMS implementation and performance optimization

### Integrated Marketing & Growth

- Paid media (SEM, Paid Social, Programmatic)
- Technical SEO and content strategy for public service visibility
- Lifecycle engagement (email, automation, community engagement)

## PAST PERFORMANCE

### Government Technology | Binti (National)

Led brand and UX initiatives for a national government technology platform serving state and county foster care agencies. Designed user experiences across multi-jurisdictional systems supporting foster parent recruitment and licensing.

### Healthcare & Public Education | Collab Fertility (CA)

Agency of Record managing brand, digital platform, and integrated marketing. Developed education-first campaigns addressing complex medical topics, driving significant growth in patient engagement and lead generation.

### County Government | California Foster Care (via Binti)

Produced bilingual (English/Spanish) orientation videos for Los Angeles County foster care, supporting accessible onboarding and education.

### Public Education | Crowden School (Berkeley, CA)

Led institutional rebrand, website redesign, and integrated enrollment marketing, increasing visibility and engagement through a cohesive digital strategy.

### Federal Cultural Institution | Library of Congress

Designed UI/UX and visual strategy for the National Book Festival microsite, delivering an accessible, high-performance digital experience for a national audience under federal standards.

## DIFFERENTIATORS

- **Public Sector Fluency:** Experience across government technology, public agencies, and regulated industries. We understand stakeholder complexity, compliance requirements, and public accountability.
- **Human-Centered Communication:** We specialize in making complex systems understandable—and actionable—for the people they serve.
- **Integrated Execution:** From strategy through creative, development, and distribution, we manage the full lifecycle—ensuring consistency, efficiency, and measurable impact.
- **Compliance-First Approach:** Accessibility, privacy, and performance are built into every deliverable, aligning with California and federal digital standards.

### Entity Identifiers

- **Legal Name:** Belmondo Studios LLC
- **CA SOS ID:** 201202610298
- **UEI:** JH1AX5LLVD43 **CAGE:** 9FZR9

### Certifications & Service Area

- **Certifications:** WOSB (Pending) | CA Microbusiness (Pending)
- **Service Area:** California (Statewide) & National Federal Agencies

### Industry Codes

- **UNSPSC:** 81112101, 82101800, 80171600, 82101503, 80141607
- **NAICS:** 541511, 541810, 541430, 541613