



CURRENT AGENCY

capability statement

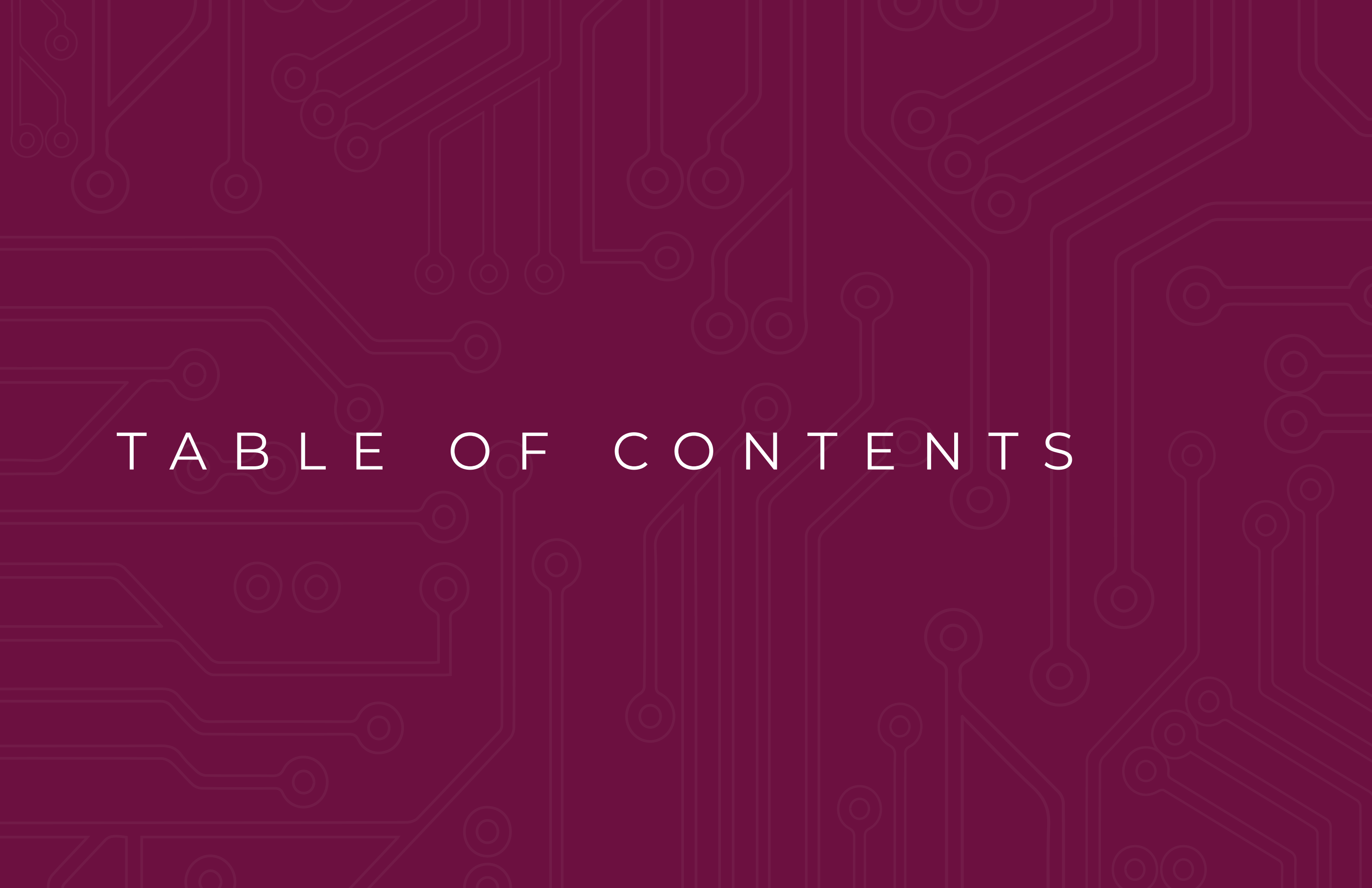
The background is a solid dark red color. Overlaid on this background is a white, stylized circuit board pattern. The pattern consists of numerous thin, white lines that form a complex network of paths, resembling a printed circuit board (PCB). These lines are interconnected by small, white circular nodes or pads. The overall effect is a technical, digital aesthetic.

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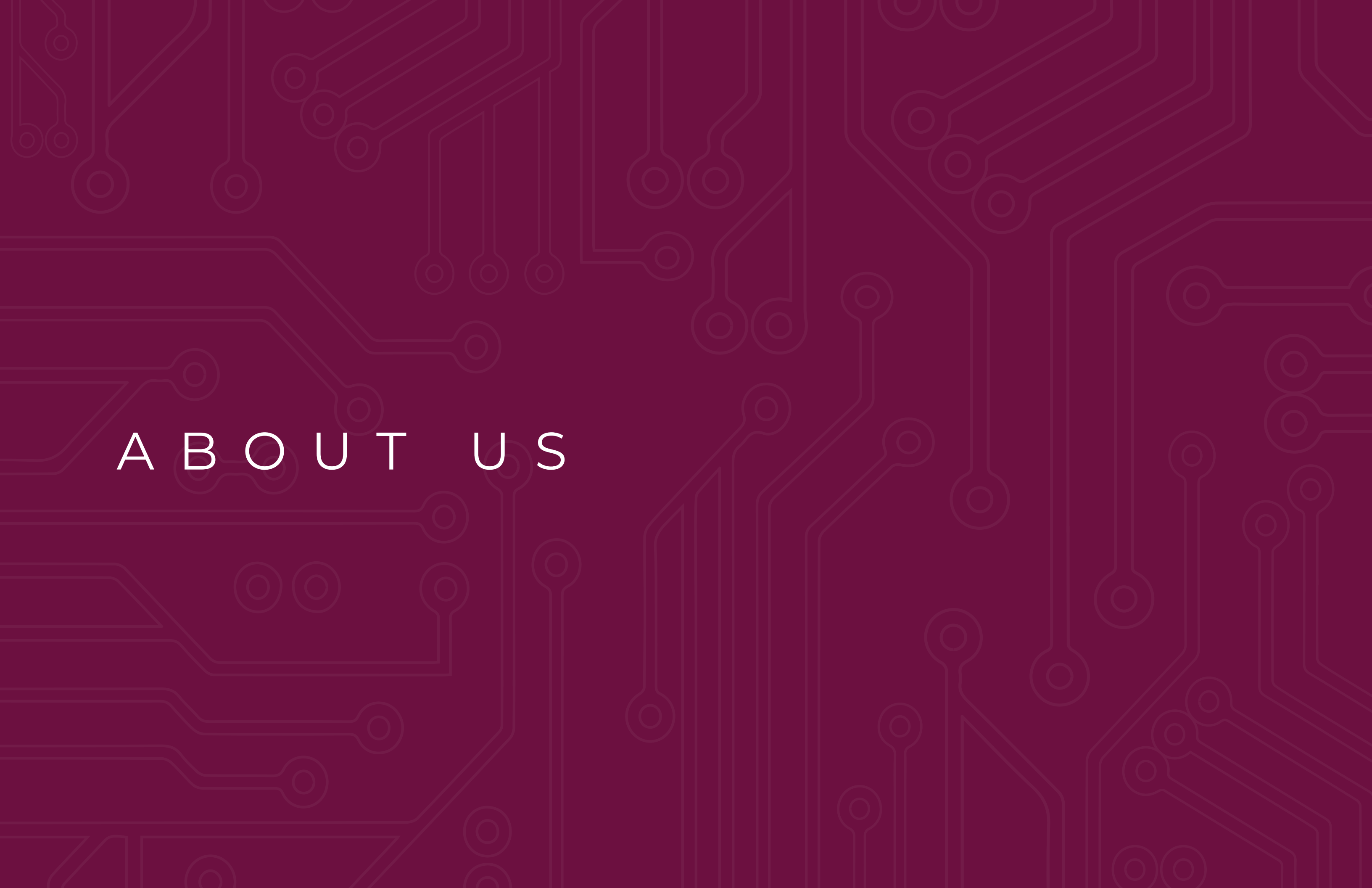
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A B O U T U S

The Current Agency is a full-service digital and creative marketing agency with offices in Tallahassee, Florida, and Savannah, Georgia, comprised of innovators, collaborators, and creative minds driven to energize our clients through digital and creative solutions to build their businesses and communities. At Current, we believe in “turning on” our clients with our out-of-the-box approach to each project and by staying up-to-date on the latest industry trends and creating new ones.

In today’s digital business world, you need a partner to help you take advantage of marketing opportunities across various channels in real-time. The Current Agency combines a data-driven approach with knowledge gained from years in digital marketing to deliver outstanding results to our clients.

Certifications:

Minority, Women & Small Business Enterprise
Minority Business Enterprise

Awards/Recognitions:

2025 INC. Magazine Best Workplace
2022 ADDYs (Website Design + Logo Design)
2019 ADDYs (Graphic Design)
2019 Tally Awards Best Website/App Developer
2018 Tallahassee Family-Friendly Workplace
2018 ADDYs (Graphic Design)
2018 Muse Awards (Website)
2017 W3 Awards (Website)
2016 ADDYs (Social Media)
2015 Tally Awards Best Graphic Design Firm



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OUR SERVICES

The Current Agency is an end-to-end provider of digital and creative marketing services. Whether you're looking for a turnkey managed strategy, an independent audit, or services specific to a short-term campaign, our experience and approach are sure to prove valuable.

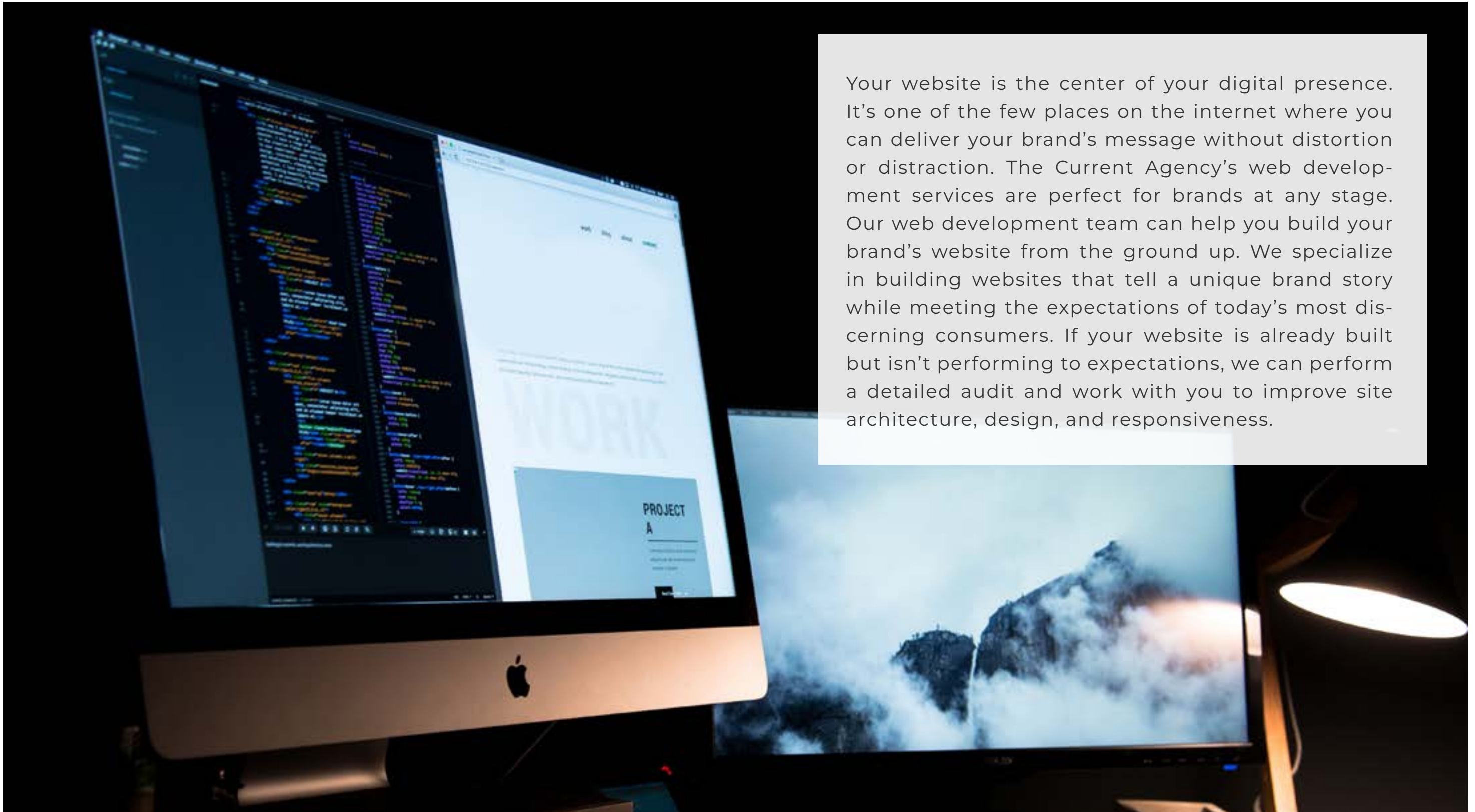
Our in-house services include:

- Branding
- Graphic Design
- Recruitment Marketing/Talent Acquisition
- Market Research
- Strategy Development
- Media Planning & Buying
- Public Relations
- Web Design & Development & Maintenance
- Social Media
- Search Engine Optimization
- Pay-Per-Click
- Photography
- Videography

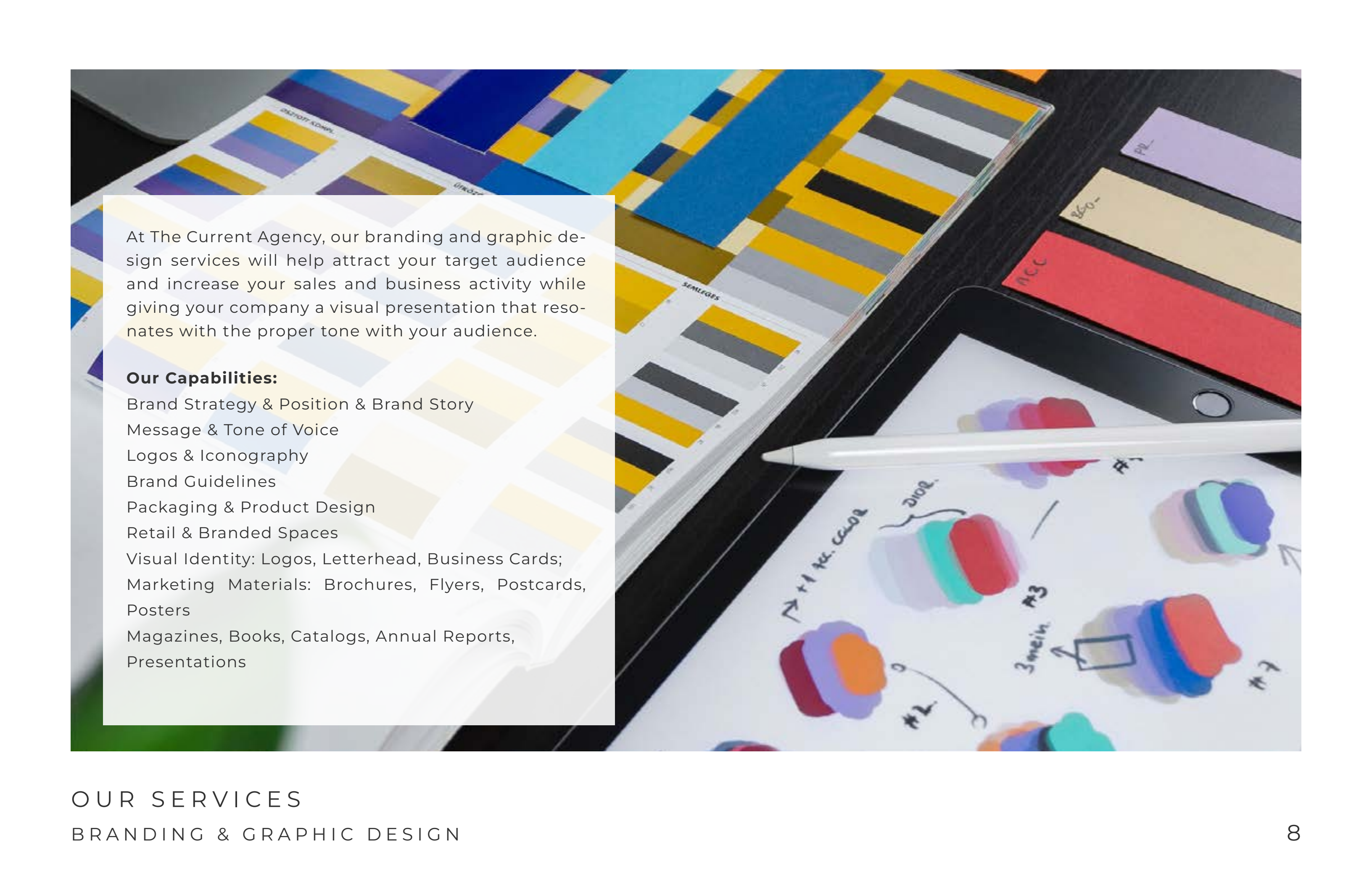


OUR SERVICES

WHAT WE DO



Your website is the center of your digital presence. It's one of the few places on the internet where you can deliver your brand's message without distortion or distraction. The Current Agency's web development services are perfect for brands at any stage. Our web development team can help you build your brand's website from the ground up. We specialize in building websites that tell a unique brand story while meeting the expectations of today's most discerning consumers. If your website is already built but isn't performing to expectations, we can perform a detailed audit and work with you to improve site architecture, design, and responsiveness.



At The Current Agency, our branding and graphic design services will help attract your target audience and increase your sales and business activity while giving your company a visual presentation that resonates with the proper tone with your audience.

Our Capabilities:

Brand Strategy & Position & Brand Story

Message & Tone of Voice

Logos & Iconography

Brand Guidelines

Packaging & Product Design

Retail & Branded Spaces

Visual Identity: Logos, Letterhead, Business Cards;

Marketing Materials: Brochures, Flyers, Postcards, Posters

Magazines, Books, Catalogs, Annual Reports, Presentations

OUR SERVICES

BRANDING & GRAPHIC DESIGN



Social Media has changed how brands communicate with their audiences forever. Whether your business is a B2B or B2C brand, social media is a powerful way to build brand awareness, build a positive image, and drive lead generation. We specialize in strategic social media campaigns that focus on building and protecting a positive brand image, creating loyalty among fans, and driving new leads for your business.

Our full suite of social media services includes:

- Social Strategy Development
- Social Media Consulting
- Social Media Advertising
- Community Engagement

Billions of web browsing sessions begin with a search query every day. With more than a billion websites competing for the top spot in search results, it can be difficult to drive traffic to your site from search engines. At The Current Agency, we specialize in an innovative approach to SEO that uses white hat tactics to put your website at the top of your target audience's searches.

Our data-driven approach ensures that you understand the true ROI of your social media efforts and our team work tirelessly to improve the return on your investment in social media.

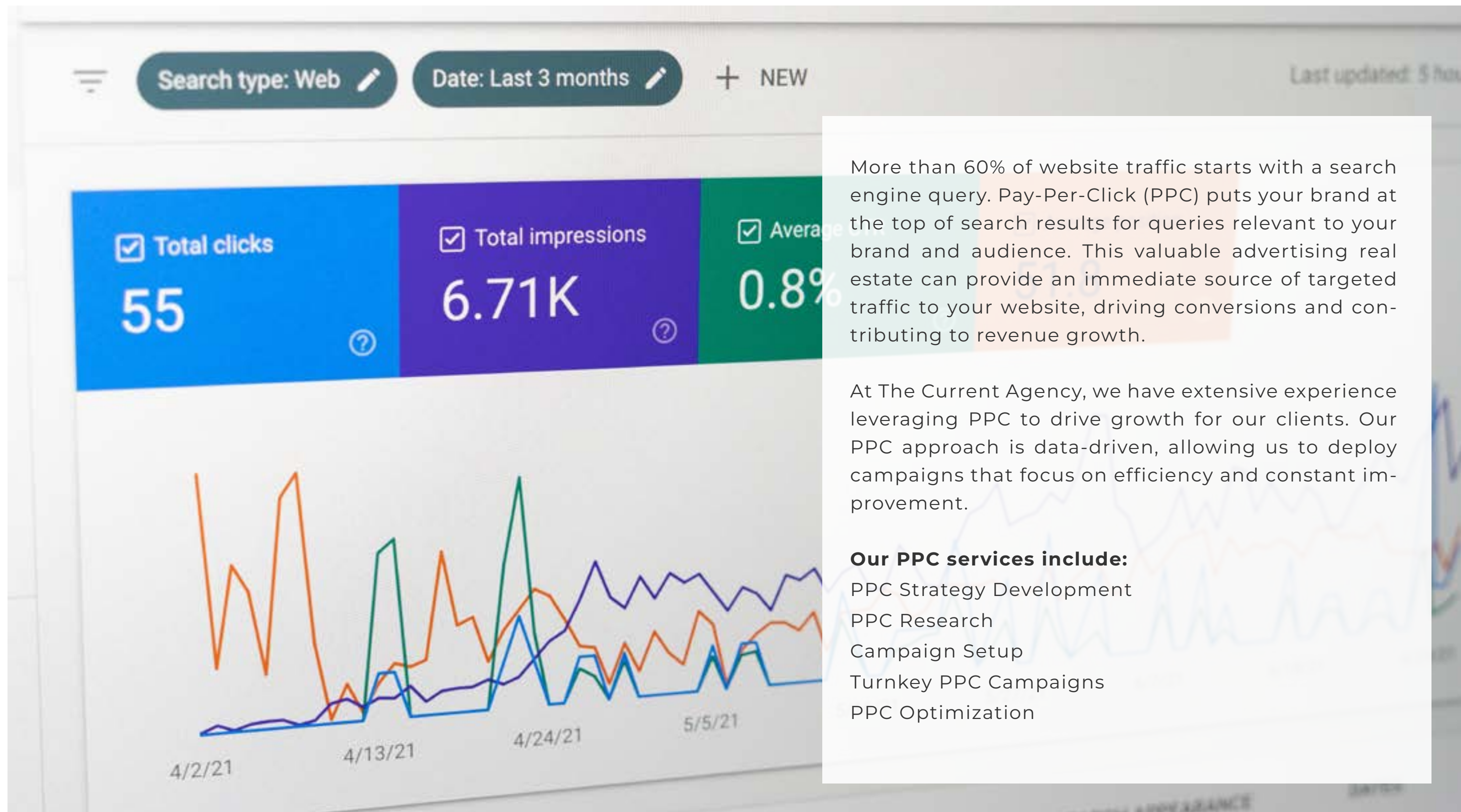
Our SEO services include:

- Keyword Research
- Technical SEO
- Full SEO Audits
- SEO Consulting
- On and Off-Page SEO



OUR SERVICES

SEARCH ENGINE OPTIMIZATION



More than 60% of website traffic starts with a search engine query. Pay-Per-Click (PPC) puts your brand at the top of search results for queries relevant to your brand and audience. This valuable advertising real estate can provide an immediate source of targeted traffic to your website, driving conversions and contributing to revenue growth.

At The Current Agency, we have extensive experience leveraging PPC to drive growth for our clients. Our PPC approach is data-driven, allowing us to deploy campaigns that focus on efficiency and constant improvement.

Our PPC services include:

- PPC Strategy Development
- PPC Research
- Campaign Setup
- Turnkey PPC Campaigns
- PPC Optimization

OUR SERVICES
PAY-PER-CLICK



Content is the king of today's marketing environment. The most successful brands in the world have developed detailed content strategies that help them inspire, entertain, and educate their target audiences. At The Current Agency, we specialize in helping our clients plan, produce, and promote content that drives audience engagement and conversions.

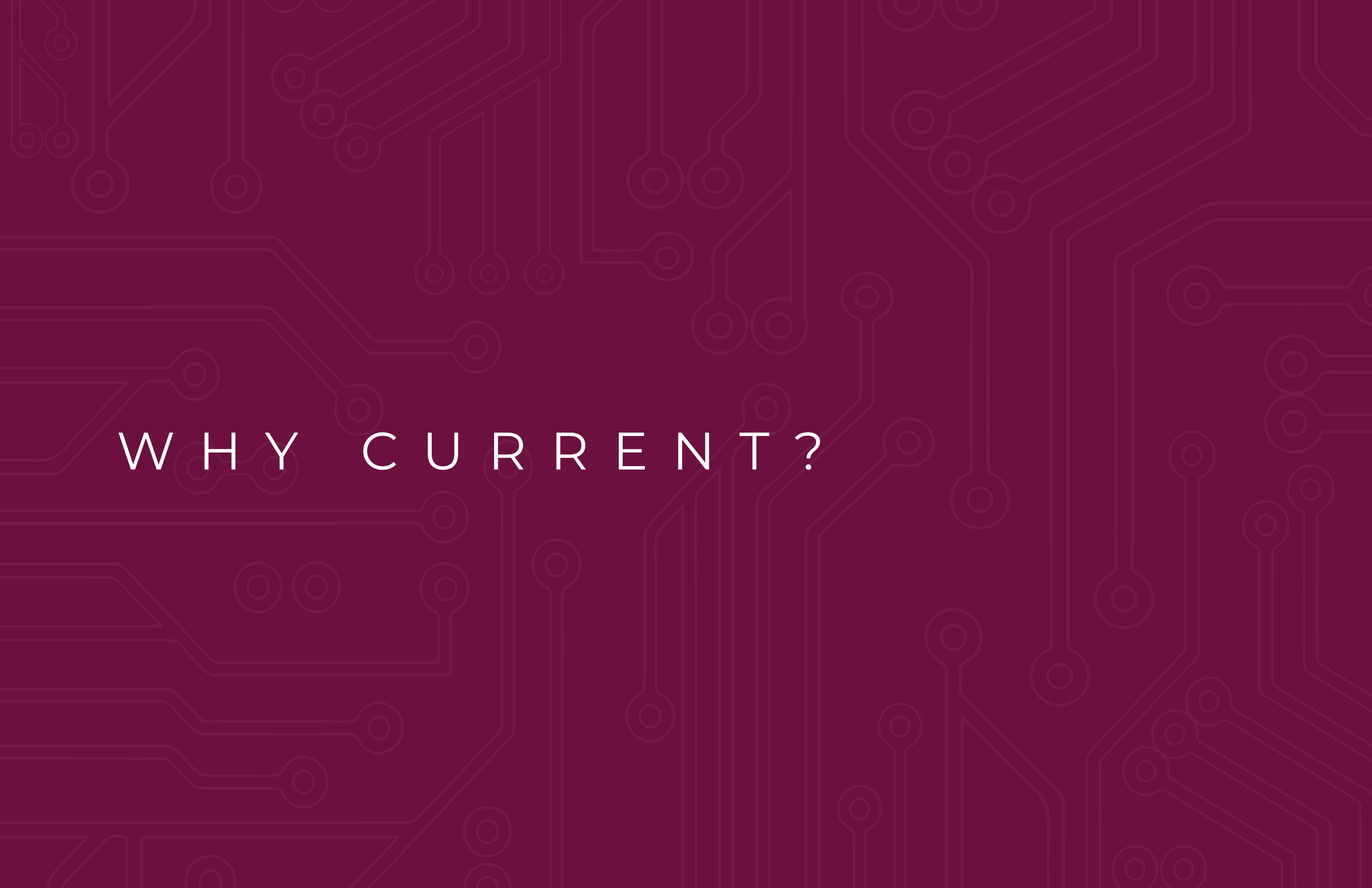
Whether you're producing blog posts, images, or videos, The Current Agency can be trusted to support your content marketing efforts.

Our full suite of content services includes:

- Digital Content Strategy
- Content Production
- Video Production & Aerial
- Graphic Design
- Multi-language Content
- Photography/Aerial

OUR SERVICES

DIGITAL CONTENT & VIDEO

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WHY CURRENT?



We believe that Current Agency has several competitive advantages that make our firm an ideal fit for YOU:

You want creative ideas that stand out and stick with your audience — Current Agency provides a unique understanding of marketing logic informed by intuitive creative thinking. Our perspective allows us to craft ideas that stick with your audience and make a lasting impact with your message.

You want design that communicates, not decorates. Our goal is to create materials that influence your audience and further your mission. We use our understanding of strategic messaging and communication to do it. Couple that with a strong design sense, and the result is more than a good-looking website. It's an effective one.

You need flawless execution that produces results — Our experience in project management ensures that we will sweat the details and produce a website that exceeds expectations and instills delight in your users.

WHY CURRENT?

Current and Former Clients

2-1-1 Big Bend
Arts for Health Florida
The Brass Tap
Blueprint Intergovernmental Agency - Tallahassee, FL
Big Bend Minority Chamber of Commerce
Capital City Chamber of Commerce
Coastal Canvas Products
Dorsey Trailer
Gadsden County Board of County Commissioners
Florida Department of Health
Florida Education Foundation
Florida Fish and Wildlife Conservation Commission
Florida Technology Council
Florida Transportation Builders' Association
Future Business Leaders of America
Health and Wellness Integrated Healthcare Centers
Holmes County Tourism Development Council
Institute of Nonprofit Innovation and Excellence
Jackson County Tourism Development Council - Marianna, FL
NOVA Technologies
Pasta Ditonis
Redeye Coffee
Rose City Realty
Savannah Police Department
Sustainable Tallahassee
Tallahassee-Leon County Office of Economic Vitality
The Avenues Real Estate Partners
United Way of the Big Bend
Visit Tallahassee

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CASE STUDIES



SAVANNAH POLICE DEPARTMENT

AUGUST 2022 TO PRESENT

OUR PURPOSE

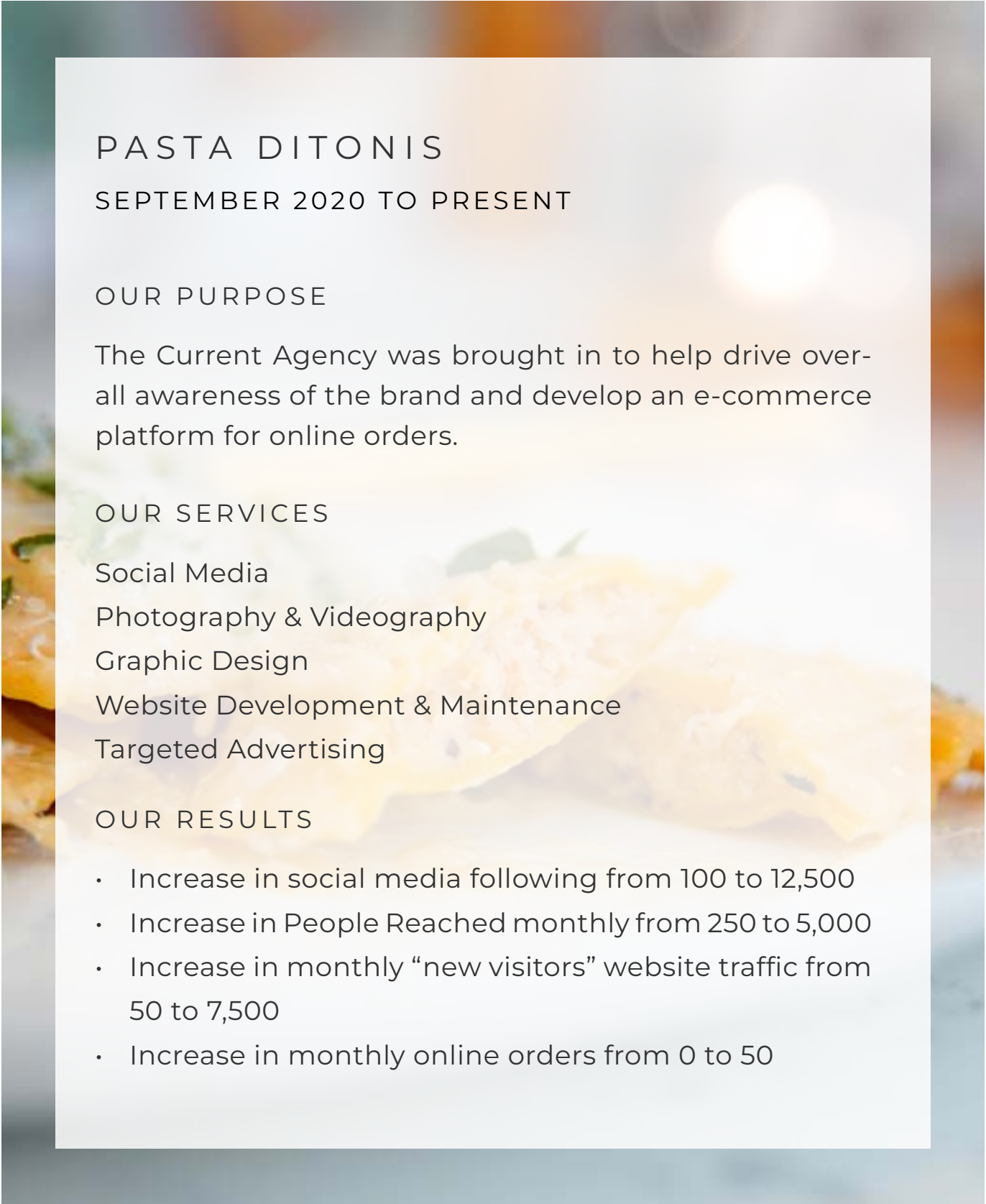
The Current Agency was brought in to help recruit new police officers digitally.

OUR SERVICES

Graphic Design
Photography & Videography
Social Media
Targeted Advertising

OUR RESULTS

- Monthly average increase in social media following by 2,500
- Monthly average increase in applicants by 100
- Monthly average increase in website traffic by 1,500



PASTA DITONIS

SEPTEMBER 2020 TO PRESENT

OUR PURPOSE

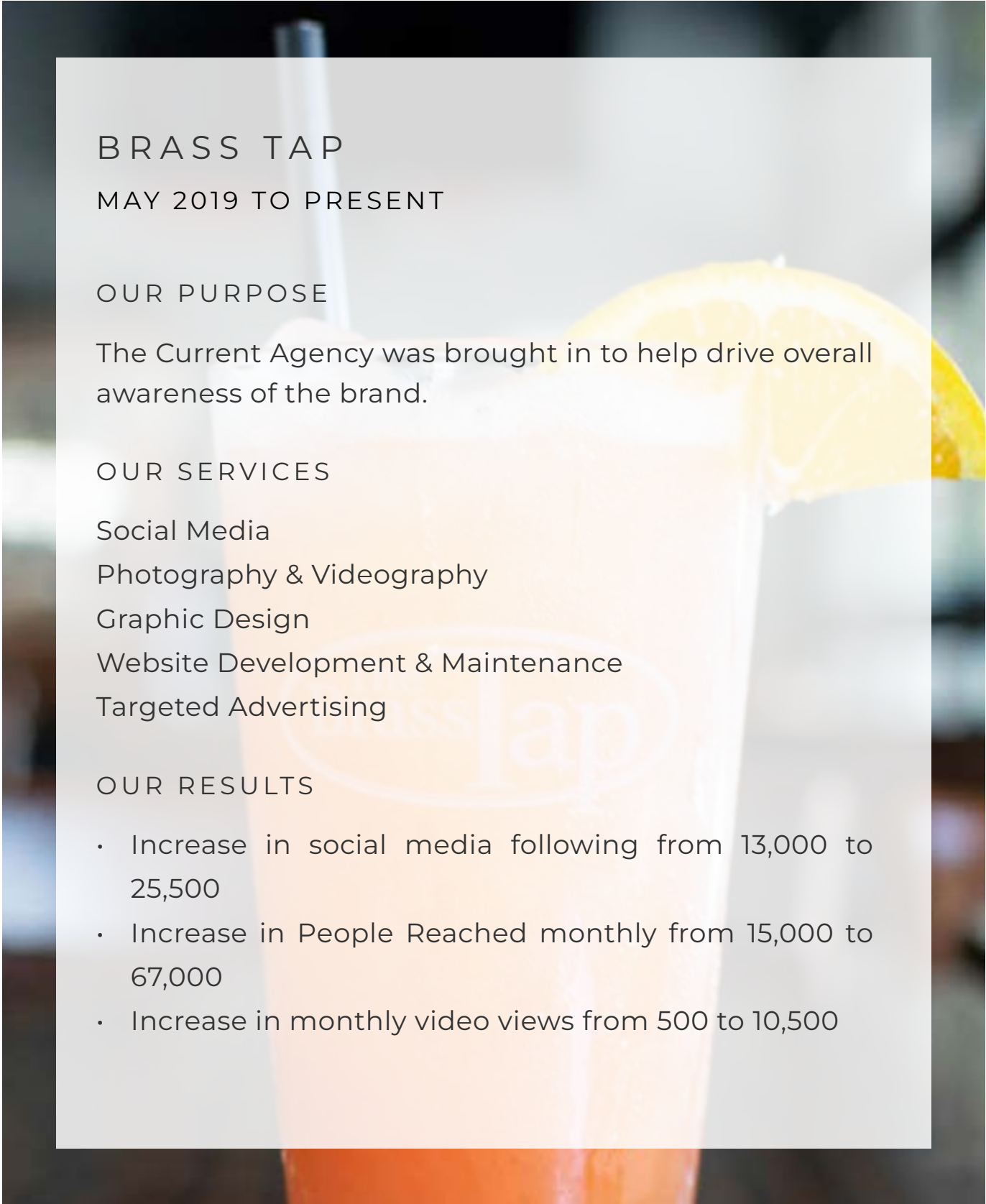
The Current Agency was brought in to help drive overall awareness of the brand and develop an e-commerce platform for online orders.

OUR SERVICES

Social Media
Photography & Videography
Graphic Design
Website Development & Maintenance
Targeted Advertising

OUR RESULTS

- Increase in social media following from 100 to 12,500
- Increase in People Reached monthly from 250 to 5,000
- Increase in monthly “new visitors” website traffic from 50 to 7,500
- Increase in monthly online orders from 0 to 50



BRASS TAP

MAY 2019 TO PRESENT

OUR PURPOSE

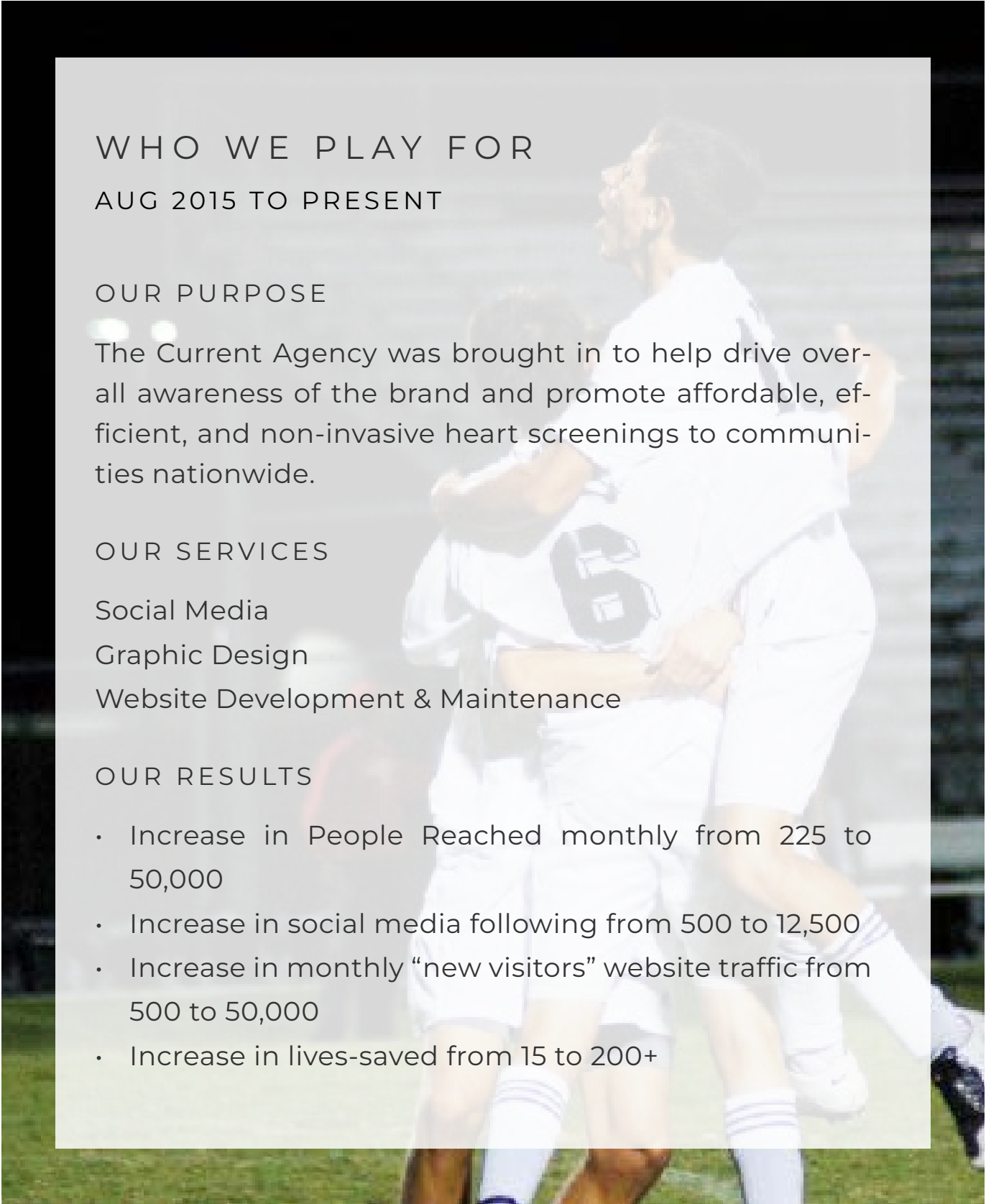
The Current Agency was brought in to help drive overall awareness of the brand.

OUR SERVICES

Social Media
Photography & Videography
Graphic Design
Website Development & Maintenance
Targeted Advertising

OUR RESULTS

- Increase in social media following from 13,000 to 25,500
- Increase in People Reached monthly from 15,000 to 67,000
- Increase in monthly video views from 500 to 10,500



WHO WE PLAY FOR

AUG 2015 TO PRESENT

OUR PURPOSE

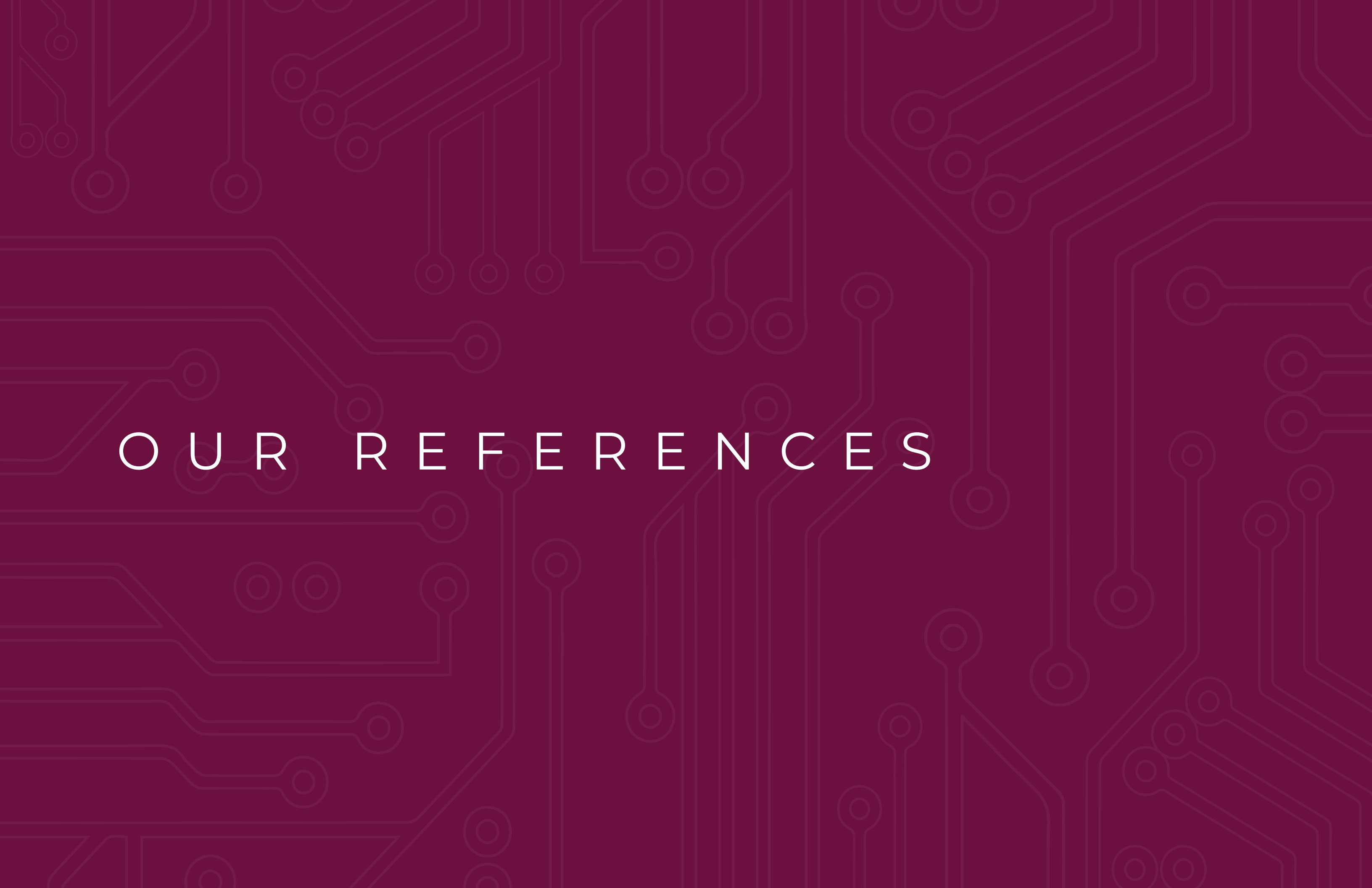
The Current Agency was brought in to help drive overall awareness of the brand and promote affordable, efficient, and non-invasive heart screenings to communities nationwide.

OUR SERVICES

Social Media
Graphic Design
Website Development & Maintenance

OUR RESULTS

- Increase in People Reached monthly from 225 to 50,000
- Increase in social media following from 500 to 12,500
- Increase in monthly “new visitors” website traffic from 500 to 50,000
- Increase in lives-saved from 15 to 200+

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OUR REFERENCES

JOSEPH SCOTT

VICE PRESIDENT

DORSEY TRAILER

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OUR QUALIFICATIONS

The Current Agency is a full-service digital and creative marketing agency headquartered in Tallahassee, Florida, and a satellite office in Savannah, Georgia. We have a strong portfolio of strategic communications experience in advertising, public engagement, public relations, digital marketing, and creative design.

We serve diverse clients representing public, private, and nonprofit organizations locally, regionally, and nationally. We are a Florida-born and based company and are admittedly biased regarding our sense of pride and unwavering faith in our state and its people.

As a certified minority business, we recognize the value of using discipline and diverse protocols to ensure smooth project execution. Our leadership team brings three decades of combined experience with various abilities. Having these professionals in-house ensures high efficiency and accountability for clients.

Our structure includes the following:

- Account Managers – oversee projects, manage deliverable timelines, draft copy, develop messaging and creative content, negotiating contracted services with outside vendors and routinely review processes to evaluate campaign effectiveness
- Digital Team – develop paid digital strategies (social media, web searches, sponsored application content), create organic content, format and place ads, monitor content and engagement with users
- Creative Team – design, develop and create animation, logo design, branding, webpages, collateral materials, outdoor/indoor advertisements, digital content, fonts, applications, video/audio content

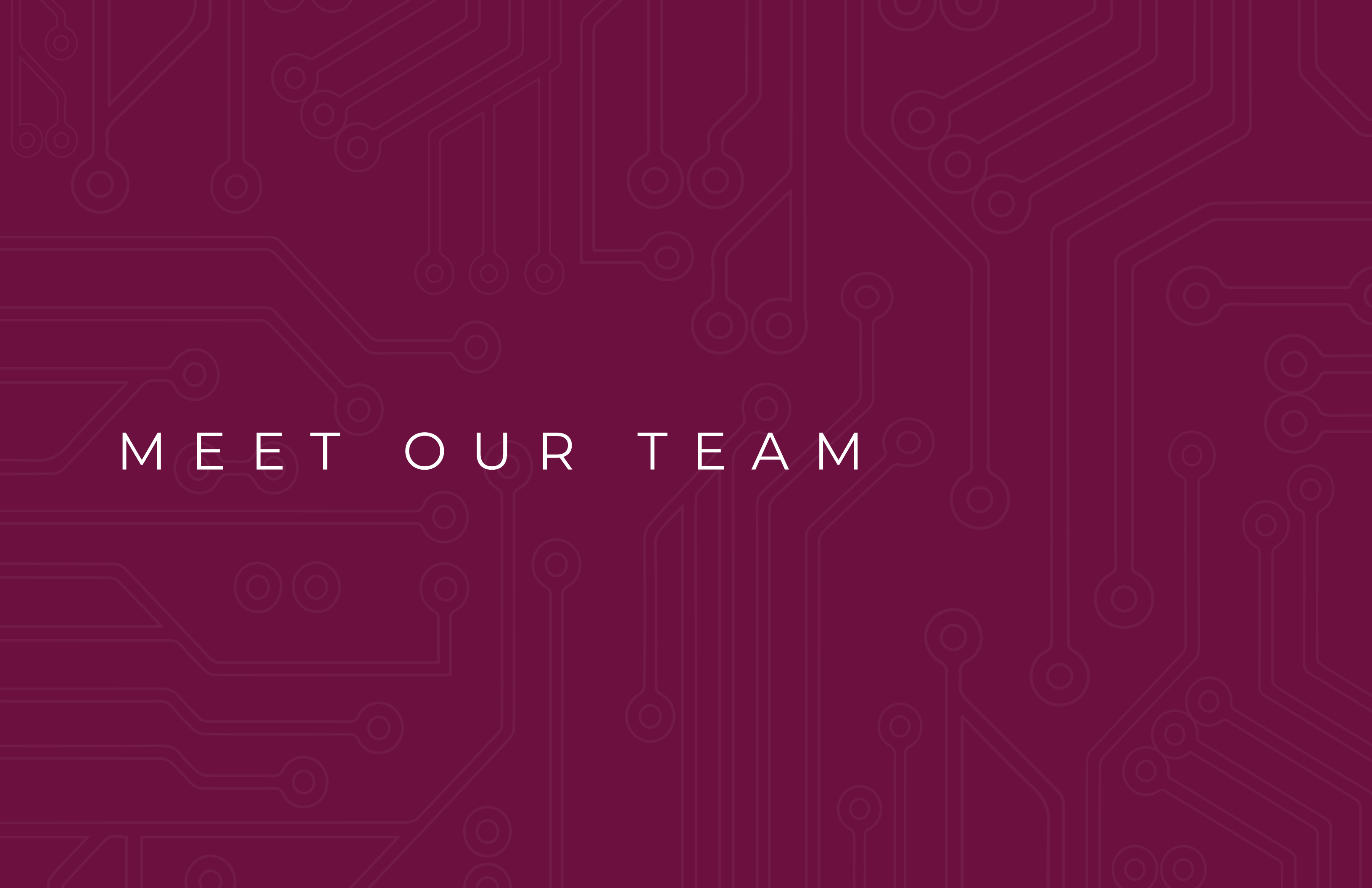
We execute strategic, value-minded marketing efforts for clients in state government, financial service corporations, health and wellness companies, affordable housing institutions, small businesses, food-related, and hospitality/tourism-based companies.

We assign all clients a core team with a single project manager responsible for the deadlines, deliverables, and outcomes of each contract. Your assigned team provides coordination through the following:

- Daily huddles
- Weekly SITREPS (“Situation Report” brief report on all moving pieces to ensure clear communications internally)
- Monthly client meetings

The Current Agency team is excited about working with YOU in all aspects of the project.



The background is a solid dark red color. Overlaid on this is a white line-art pattern that resembles a complex electronic circuit board. The pattern consists of numerous thin, white lines that form a network of paths, with many of these paths terminating in small white circles, mimicking the appearance of solder pads or vias on a PCB. The lines and circles are distributed across the entire frame, creating a technical and digital aesthetic.

M E E T O U R T E A M



CHIRAG SHAH FOUNDER + CEO

As Founder and CEO of The Current Agency, Chirag helps clients in the areas of community relations, social media, target advertising, public relations, and SEO/SEM. Chirag's diverse work background experience of over 15 years in hospitality and tourism marketing and social media management allows him to provide his clients with various services to help their organizations grow. Chirag is a graduate of Chipola College (Associate in Arts), Florida State University (Bachelor's in Science in Marketing), and Savannah College of Art & Design (Masters in Arts in Creative Business Leadership).



SAVANNAH SWINDLE CREATIVE DIRECTOR

As Creative Director of The Current Agency, Savannah is responsible for direction and creation of all visual communications unique to each client, as well as website design and development. Savannah's 14+ years of arts and graphic design experience give her the ability to provide clients with custom concepts and products based on their vision. She is a graduate of the Savannah College of Art and Design in Savannah, Georgia where she received a Bachelor of Fine Arts degree in Graphic Design with a minor in Advertising.



HANNAH SHEESLEY GRAPHIC DESIGNER

As our Graphic Designer, Hannah is responsible for conceptualizing and designing various physical and digital graphics for our clients, from billboards to brochures to social media graphics. Hannah attended the Savannah College of Art and Design in Savannah, Georgia where she studied Graphic Design and now has 10+ years of design experience.



BROOKE WILLIS MARKETING COORDINATOR

As Marketing Coordinator, Brooke is responsible for appropriately identifying the needs of new and current customers to aid in their success using our services. Brooke is a graduate of the University of Alabama and a skilled marketer with experience from the Atlanta Falcons, Atlanta Motor Speedway, and Cox Media Group.



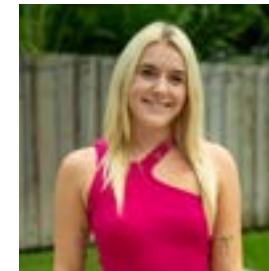
ANNA EDGE SOCIAL MEDIA SPECIALIST

As our Social Media Specialist, Anna manages the day-to-day growth and engagement of the company, our client's social media channels, and the corporate blog. Anna is a recent graduate of Florida State University with a Bachelor of Science in Marketing and a minor in Business Analytics.



BEN SHEEHAN VISUAL MEDIA SPECIALIST

As our Visual Media Specialist, Ben is responsible for photography and videography content for our clients. A recent graduate of Florida State University, Ben has been specializing in this field for over two years and has worked with many sports at FSU, including football, women's soccer, and softball.



DAKOTA WILLIAMS SOCIAL MEDIA SPECIALIST

As our Social Media Specialist, Dakota manages the day-to-day growth and engagement of the company, our client's social media channels, and the corporate blog. Dakota is currently finishing her studies at the Savannah College of Art and Design focusing in Social Strategy and Management.



GABRIELLE LEWIS WEB DESIGNER

As our Web Designer, Gabrielle Lewis is responsible for creating, coding, and refining websites, ensuring both visual appeal and seamless functionality tailored to each client's specifications. Currently pursuing a Bachelor's degree in User Experience Design at the Savannah College of Art and Design (SCAD), Gabrielle brings a strong blend of technical skill and user-focused design expertise to every project.



SAMANTHA OELLRICH MARKETING DIRECTOR

As Marketing Coordinator, Samantha is responsible for identifying the needs of both new and existing customers to ensure their success with our services. She is a proud graduate of Florida State University, holding a Bachelor's degree in Business Management and Marketing. With more than six years of experience in sales and marketing, Samantha brings a strong passion for driving revenue growth, enhancing patient engagement, and building meaningful client relationships.

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TESTIMONIALS

Our team is super thankful to be working with The Current Agency! They've helped us get our SEO game on point! Thanks to Chirag, Savannah, and all the other team members, we've sold many tickets to our immersive experience. These guys are VERY results driven!

KEWAAN DRAYTON OWNER, THE SAVANNAH UNDERGROUND

We have been using Current Agency since 2020, and they have done so much to help us grow our business! Chirag and Savannah are super quick to respond to any questions or comments, and Hannah has done some great graphics for us. We are so happy to be part of the Current Agency Family!

SARAH SICILIANI OWNER, SAVANNAH LAUNDRY

Our firm is extremely satisfied with the exceptional design services, professionalism, and timely delivery we've received from The Current. Savannah and her team consistently go above and beyond to deliver innovative and effective solutions that make a difference.

MELISSA NEIL PRACTICE MANAGER, BLUEPRINT CONSTRUCTION COUNSEL, LLP

Chirag and the whole team at The Current Agency are simply the best. We searched for years for the right marketing team to fit our needs and when we landed on the Current Agency we found exactly what we needed. The whole team goes above and beyond to market Dorsey, our products and our employees! We have reached trucking companies and truckers we would have never been able to without them. I would highly recommend this team if you are looking to take your companies marketing to the next level.

JOSEPH SCOTT VICE PRESIDENT, DORSEY TRAILER

Chirag and Savannah were absolutely incredible to work with during our company's rebranding efforts. They made our website transition seamless and worked tirelessly to handle all our marketing/rebranding needs in record time. Highly recommend this amazing team!

BRITTANY WOODRUFF CEO, NOVA TECHNOLOGIES

The Current Agency has been working with the new Holiday Inn in Tallahassee for over three years. They began by establishing a presence on Social media sites, Facebook and Instagram, with relevant posts about the hotel and our community. Over the past months, we have been able to drive the Occupancy and Social banquet business into our location because of their efforts. I have been in this market for over 50 years and have access to many benefits within the community. Still, Current has shown me that there is a whole other world of marketing available on Social Media when done professionally! Thank you to Chirag, Savannah, and the staff for promoting our unique hotel.

MIKE KELLY DIRECTOR OF SALES, HOLIDAY INN TALLAHASSEE E CAPITOL - UNIV

We hired the Current Agency to design a brand new website that conveyed a theme of celebration important to us as a DJ business. Our site is about to go live in April 2021, but we'd like to say how much we have enjoyed working with Savannah and Chirag. They truly listened to our needs, went above and beyond putting the finer details into place, and created a dynamic, vibrant, and exciting website that we are so proud to represent our business. We highly recommend them!!!

TINA ABERNATHY OWNER, ABERNATHY DJ ENTERTAINMENT



WE'LL TURN YOU ON

wattsup@current.agency | www.current.agency