

CAPABILITIES STATEMENT

Founded: 2007

Classification: Woman and Minority Owned Small Business

Corporate Status: Limited Liability Company

EIN: 205998577

OUR LEADERSHIP: Tasha Cooper Coleman, Esq. is the CEO of Upward Action LLC (UpwardAction®). She is an attorney, branding strategist, social media consultant and professional speaker.

OUR APPROACH: UpwardAction® is a boutique agency that provides world-class online marketing, training programs, thought leadership, executive coaching and strategic planning solutions.

We help clients increase their digital footprint and create profitable momentum through social media, Internet marketing, branding, media relations and digital mass communications. Clients who engage UpwardAction® are able to effectively attract, engage and influence stakeholders, constituents and clients.

BRANDING AND PR: UpwardAction® provides services to help organizations leverage the power of personal branding for executives and corporate branding to increase publicity, client attraction and stakeholder engagement. Services include:

Branding Social Media PR

WRITING: UpwardAction® provides compelling and creative written content designed to help organizations attract, engage and influence the decisions of their target markets and ideal clients. Services include:

*Electronic Newsletters Social Media Updates
Print Newsletters White Papers
Articles Curriculum Development*

WEB 2.0: UpwardAction® provides Internet marketing services to help organizations increase online visibility and drive traffic to their online properties (*e.g., website, blog, social networks, etc.*). Services include:

*Content Management Online Reporting Tools
Search Engine Optimized Press Releases Website Design and Redesign*

SPEAKING, TRAINING & COACHING: UpwardAction® provides virtual and in-person training programs for individuals, teams and organizations. Services include:

*Executive Coaching Keynotes, Panels, Workshops, Seminars and Retreats
Teleseminars Webinars*

SOCIAL MEDIA: UpwardAction® provides strategic planning, coaching, consulting and implementation programs to help organizations build engaging online communities and strategically integrate social media into business development and client retention programs. Services include:

*Strategic Planning Online Community Building
Policy Development Reputation Monitoring and Management
Consultation Implementation
Best Practices Briefings Training*

NAIC CODES

541613 – Marketing Consulting Services
541810 – Advertising Agencies
541820 – Public Relations Agencies
541830 – Media Buying Agencies

541890 – Other Services Related to Advertising
541910 – Market Research and Public Opinion Polling
561410 – Document Preparation Services
711510 – Independent Writers

Telephone: 1 (800) 753-6576

Facsimile: 1 (866) 669-4313

Website: <http://upwardaction.com>

Washington, DC

1325 G Street NW, Suite 500, #5132

Washington, DC 20005

New Jersey

759 Bloomfield Avenue #354

West Caldwell, NJ 07006