

## CONTACT

Adam Aloï  
Principal  
adamaloi@allianceinteractive.com

1775 I St. NW  
Suite 1150  
Washington, DC 20007  
202.350.9020

www.allianceinteractive.com

## NAICS CODES

541430	541830
541613	541890
541810	541810
541820	519130
541511	541890

## CAGE

67W06

## DUNS

961655078

## COMPANY OVERVIEW

The Alliance Interactive established in 2004 is a full-service strategic branding and integrated digital marketing agency providing marketing programs to public and private sector clients. We are pragmatic strategists who utilize our extensive experience in branding, strategic planning, research, design, and technology to deliver effective, high ROI marketing and communications solutions across all media touch points.

## CORE COMPETENCIES

### Strategic Planning/Implementation (On and Off Site)

Branding, Digital Marketing, Website Design/Development, Content Marketing, Data Driven Analysis, Reporting

### Brand Identity/Analysis

Logo Style Guide, Communications Guide, Brand Assets (stationary, business cards, etc), Marketing Collateral Materials

### Social Media Development/Management Campaign Creation

Implementation/Monitoring/Reporting, Advertising, Tracking/Reporting, Content Creation Packages, Analytics

### Digital Marketing Development/Management

Content Creation, Advertising Development/Management, Social Media Integration, Tracking/Reporting Analytics

### Website/Mobile Development

Website Design/Development/Support, Landing Pages, SEO Management, Tracking/Reporting Analytics

## PAST PERFORMANCE

Center for Deployment Psychology, Bethesda, MD  
Strategy, Design, Web Design/Web Development, Hosting, Support

Brown Capital Management  
Strategy, Graphic Design, Web Design/Website Development, Support

Independent Project Analysis  
Strategy, Web Design/Website Development

Overseas Private Investment Corporation (OPIC)  
Marketing Staff Support

Administration of Native Americans  
Annual Report