



THE OFFICIAL MALEEKA GROUP

SERVING PURPOSE, PROFIT, PUBLICITY & POSSIBILITY FIRST

THE OFFICIAL MALEEKA GROUP, LLC.

A Brand Communications Agency

www.theomg.biz

COMPANY SNAPSHOT

- ✉ info@theomg.biz
- ☎ (404) 795-6040
- 🌐 www.theomg.biz
- 🏠 3355 Lenox Road Ste. 750
Atlanta, GA 30329

NAICS CODES

- Public Relations Agencies:** 541820
- Media Representatives:** 541840
- Advertising Agencies:** 541810
- Other Advertising Services:** 541870
- Business Management Consulting:** 541611
- Other Management Consulting Services:** 541618
- Office Admin Services:** 561110
- Document Prep. Services:** 561410
- Marketing Consulting Services:** 541613
- Indépendant Writers:** 711510
- Graphic Design Services:** 541430
- Professional/Management Training:** 611430
- Agents and Managers for Artists, Entertainers, & Public Figures:** 711410
- Motion Picture Production:** 512110

GOVT. POINT OF CONTACT: MALEEKA T. HOLLAWAY
CAGE #: 7ZTH1
DUNS #: 080527065

CAPABILITY STATEMENT

Founded in 2014, with locations across the Southern region, The Official Maleeka Group is a privately-held, certified women-owned business. Led by an educated, experienced and influential millennial, Maleeka T. Hollaway, who is versed in strategic communications, business branding and PM (people management), The OMG is equipped with team members who are not only talented but gifted in their perspective areas. With over 20 years of collective experience, The OMG is comprised of Creative Consultants and Service Providers who are influencers in branding, creating visual concepts, budget management, graphic design, and project/people management; and who specialize in unconventional methods of producing a tangible result from an idea.

CORE COMPETENCIES

- Brand Identity & Strategy
- Customer Engagement
- Brand Positioning
- Project Orchestration
- Customer Acquisition
- People Management
- Product & Services Marketing
- Social Media Strategies
- Campaign Evaluation
- Competitive Analysis
- Copy Writing & Editing
- Visual Marketing

SOCIO-ECONOMIC STATUS



Certified Women-Owned Small Business

PAST PERFORMANCE



The OMG created: a 40-page informative Career-help brochure; and a communications & social media strategy for the Career Development Services Center at Alabama A&M University.



SHERRI M. PEACE-GORDON
— ATTORNEY AT LAW, LLC —
CREATOR OF LEGACY CDC

The OMG created: a PR plan as well as an organizational structure for the Law Office of Attorney Sherri Peace-Gordon.



The OMG assisted with developing a career preparedness program for the PAK Legacy CDC.



The OMG led creative direction for the clients of Jai Stone as well as devised a sales funnel and strategy for company campaigns.



The OMG created the copy and website flow for the re-branding of FOCAL to AISJ.