

# Capability Statement

JOSEPH BURY, LLC (JBLLC)  
dba  
JOSEPH BURY MARKETING  
10110 Colechester Street  
Fredericksburg, VA 22408

## Company Principal



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## Core Competencies

JBLLC utilizes **core values** such as integrity, excellence, team synergy, collaboration, and respect, when its **SMEs** address the scope of any project and/or mission requirements of its clients. Following are the **core competencies** of the company:

- Marketing Consulting Services (Branding, Advertising, Communications, Public Relations, Media Relations, Policy, Planning, Forecasting)
- Administrative Management & General Management Consulting Services (C-Suite Managerial Counsel, Assistance, and Advice)
- Document Preparation Services (Editorial, Writing, Content Development)
- Website Design, Development, Integration, Maintenance, eCommerce Strategy
- Technical Program and Project Support Services
- All Other Business Support Services

## Company Data

### **HISTORY:**

JBLLC, founded in 2007, provides highly-complex, enterprise-wide, government and commercial acquisition programs with the very finest marketing, managerial, administrative, and operational consulting expertise available anywhere, as well as the advertising, public relations, media relations, communications, and other organizational support services necessary to sustain them.

**UEI:** PCYHLNL68DZ3

**CAGE CODE:** 6JMH4

**NAIC:** 541613, 541611, 541618, 541810, 541820, 541910, 561410, 561499

## Differentiators

Why JBLLC?

- 24/7/365 In-person/Virtual Accessibility.
- Highly responsive, matrixed team.
- On-time deliverables exceed expectations.
- Consistently meet budgetary constraints.
- Communicates effectively internally and externally.
- Reliable and trustworthy.

## Past Performance

**W2 – The Onyx Group** [Navy, Army, Air Force, Marines, National Guard]. Corporate communications and culture, editorial, writing, staff retention, workforce performance, strategic partnerships, website content, C-Suite and project support services. Philip W. Rush, CEO, [Phil@OnyxGroup.com](mailto:Phil@OnyxGroup.com).

**W2 – Parenteral Drug Association (PDA)**. Editor-in-Chief of world-wide four-color glossy publication, Website Editor & Manager, integrated new website design, implemented highly successful ecommerce Store, wrote executive messages, mentored colleague (Evelyn Heitman). [EHeitman@Cox.net](mailto:EHeitman@Cox.net).

**W2 – SAIC** [Net Enabled Command Control, Army Reserve/National Guard Readiness]. Documentation, Technical Writer/Editor facilitated software application releases for major DoD acquisition programs. James Wallis, PM, [WallisJRW@gmail.com](mailto:WallisJRW@gmail.com).

## Company Tagline

*Positioning Your Brand.  
Enhancing Visibility and Demand.*

JBLLC will capture, design, evaluate, and competitively position your brand [your company's identity/reputation] in the marketplace by initially-determining its value, if any, and who will also re-position your brand, if needed, in order to increase customer awareness and overall satisfaction with your products and services.