



IT'S TIME TO AMPLIFY AND INFLUENCE WITH YOUR LEADING STORY

WBENC

COMPANY SUMMARY

StoryLede™ is a woman and minority-owned marketing and visibility firm focused on providing full-service solutions for growth-oriented companies. From communicating your company’s dynamic message online to effectively captivating the room for your next presentation, we help you identify and extract the **powerful stories** behind your brand so you can confidently connect with any audience, increase your visibility on multiple platforms, highlight your authority -- and ultimately, syndicate your unique message.

We pride ourselves on working with organizational leaders in a high-touch manner to help them effectively communicate their brand with a focus on revenue, visibility and impact. When you partner with StoryLede you are not just hiring a marketing firm – you are partnering with group of experienced marketing specialists who help you reach your vision of what your business can become.

CERTIFICATIONS

- ★ WBENC
- ★ NMSDC
- ★ NATIONAL SPEAKERS ASSOC.

2023 HIGHLIGHTS

- Capital Region Minority Supplier Development Council Supplier of the Year Nominee
- Mass Mutual Tuck School of Business Diversity Program
- Enterprising Women of the Year Awardee

DIFFERENTIATORS

- Company Founder is Bofta Yimam:
- Emmy® & Edward R. Murrow Award-Winning Journalist, Marketing Consultant, International Speaker, National TV Correspondent
 - 15+ years of professional media experience as a TV Anchor/Reporter, including CBS News
 - Specialized expertise in messaging, communication and storytelling
 - Journalism background: ability to write compelling content on tight deadlines
 - Our StoryLede team is 70% diverse

NAICS CODES

541611, 541613, 541820, 541840, 541890, 611430, 611699, 711510, 541990

CORE COMPETENCIES

- ★ Strategic Marketing Consulting
- ★ Copywriting
- ★ Website Development
- ★ Branding and Graphic Design
- ★ LinkedIn Content Messaging
- ★ Email Campaigns
- ★ Ghostwriting Thought Leadership Articles
- ★ Proofreading
- ★ Inclusive Content Strategy
- ★ Video Production
- ★ Presentation Decks
- ★ Multimedia Visibility
- ★ Story-Focused Client Case Studies

CLIENTS

- ★ Hilton Group Genius Hub
- ★ The JPI Group
- ★ SMILE Therapy Services
- ★ AlwaysOn Digital
- ★ Duquesne Light
- ★ Pittsburgh Business Group On Health
- ★ EQT
- ★ American Society of Association Executives (ASAE)
- ★ University of Pittsburgh, Institute of Entrepreneurial Excellence

CONTACT

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