



@shelleyhuff



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559 563 1577

Proudly Supporting Mission-Driven Work

## Capabilities Statement

### Snapshot

Location: California  
(Nationwide Remote Support Available).  
POC: Shelley Huff  
Website: [www.ShelleyHuff.com](http://www.ShelleyHuff.com)  
LinkedIn: [linkedin.com/in/shelleyhuff](https://www.linkedin.com/in/shelleyhuff)  
Email: [hello@shelleyhuff.com](mailto:hello@shelleyhuff.com)  
Phone: 559-563-1577

### Company Data

Shelley Huff  
Woman-Veteran-Owned Business  
**SAMS Code**  
Unique Entity ID: TP5GFVFSNJF1  
CAGE/NCAGE: 13X41  
**CalProcure**  
SB (Micro), DVBE: Cert. ID 2048666  
VOSB/SDVOSB/WOSB/EDWOSB

### NAICS Codes

**Administrative & Support** 541611 Administrative Management & Consulting • 541618 Other Management Consulting • 541614 Distribution & Logistics Consulting • 561110 Office Administrative Services • 561410 Document Preparation • 561990 All Other Support Services  
**Design, Photography & Publishing** 541430 Graphic Design Services • 541921 Photography • 541922 Commercial Photography • 711510 Independent Artists & Writers • 513110 Newspaper Publishers • 513120 Periodical Publishers  
**Marketing, Advertising & PR** 541613 Marketing Consulting • 541810 Advertising Agencies • 541820 Public Relations Agencies • 541850 Display Advertising • 541870 Advertising Material Services • 541890 Other Advertising Services • 541910 Marketing Research  
**Events** 561920 Convention & Trade Show Organizers

### UNSPSC Codes

801015xx • 801016xx • 801415xx • 801416xx • 801419xx • 801615xx • 821015xx • 821416xx series. Full 36-code list on request.

### Past Performance

**Chinese-Language Voter Guide Redesign.** Subcontractor, 2026. Converted an English-language voter guide into a fully typeset Chinese edition. Redesigned layouts to accommodate Chinese typography and text density while holding visual parity with the English original. Delivered press-ready and digital files on schedule.

Our mission is to provide strategic administrative and design services that empower organizations, streamline operations, and elevate impact. Our vision is to be a trusted provider of mission-focused visual and administrative support.

### Core Competencies



#### *Administrative Management & Consulting.*

Executive administrative support, workflow development, documentation tracking, SOPs, reporting, scheduling, policies, and compliance support. *Other Technical Services.* Document production, editing, and multidisciplinary project support.



#### *Marketing Consulting.*

Communications planning, message development, public outreach, and campaign design. *Advertising Services.* Print and digital ad creative, public awareness visuals, and promotional content. *Public Relations Services.* Public information materials, outreach, and event communications.



#### *Graphic Design Services.*

Branding, publication layout, infographics, templates, and visual identity systems for government and event communications. Multilingual and language access design, including translated layout and dual-language production. Transforms technical content into clear, visually effective communication products.

### Differentiators

Combined administrative and graphic design strengths integrate structure, clarity, and creative problem-solving, helping organizations operate efficiently and communicate with confidence. An integrated skill set reduces handoffs for prime contractors.

30+ years supporting public agencies, districts, nonprofits and VSOs, healthcare providers, and small businesses with executive-ready communications, outreach materials, and compliance-aligned design and document production.

