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Certifications & Identifiers

- CA DGS Micro Business: **2025449**
- UEI: **NBCYCGXAQAAQ5**
- CAGE/NCAGE: **88UR6**
- DUNS **138922930**

NAICS

- 541430** Graphic Design Services
- 541490** Other Specialized Design Services
- 541512** Computer Systems Design Services
- 541519** Other Computer Related Services
- 541613** Marketing Consulting Services

PSC

- DA10** IT & Telecom - Business Application/Application Development Software As A Service
- DB02** IT & Telecom-Compute Support Services, Non-HPC (Labor)
- R426** Support-Professional: Communications
- R701** Support-Management: Advertising
- T001** Photo/Map/Print/ Publication-Arts/Graphics

UNSPSC

- 80141505** Marketing & distribution services-Market research-Marketing plans
- 80171600** Public relations & professional comms srvc-Publicity & marketing support services
- 81112103** Computer services-Internet services-World wide web WWW site design services
- 82101800** Design & Graphic Art Services-Advertising-Advertising agency services
- 82141500** Design & Graphic Art Services-Graphic design-Art design services

Company Overview

Workingarts Marketing, Inc. is a California-based creative and digital strategy firm with over two decades of experience helping public agencies, educational institutions, nonprofits, and mission-driven businesses communicate with clarity and purpose. Certified as a micro business by the California Department of General Services, we specialize in strategic design, website development, brand systems, content production, and deadline-driven project management. Our team is known for translating complex needs into accessible, high-impact communications—whether through modern, mobile-first websites, large-scale print publications, or integrated outreach campaigns. With a hands-on approach and deep technical fluency, we serve as both a creative partner and an operational ally to organizations that serve the public good.

Core Competencies

- **Strategic website design** and content architecture for public agencies, education, and enterprise.
- **Branding and identity systems** that scale across print, digital, and environmental applications.
- **Deadline-driven** content development, layout, and production for print and web publications.
- **Marketing automation** for audience engagement and stakeholder reporting.
- **Vendor coordination** and process streamlining, including print, distribution, and mailing logistics.
- **Accessibility**, compliance, and mobile-first design in all digital deliverables.

Past Performance

- **7-Year Partnership with a K-12 District | 2018-2025:** Led end-to-end design, content production, and vendor coordination for a district-wide 35,000 print run quarterly newspaper, achieving on-time delivery to 10,000+ households while reducing mailing costs by over 40% through USPS nonprofit rate optimization. Designed 12 new websites.
- **Statewide Nonprofit Website Revamp:** Migrated legacy content, redesigned brand, and rebuilt a high-performance WordPress site to meet mobile and accessibility standards—cutting bounce rate by 57% within 90 days.
- **16-Year uninterrupted, County Economic Development Agency | 2007-2023:** highly cost-efficient monthly newsletter publishing, email campaigns management, analytics reporting, database management, and IT support.
- **Workforce Development Agency Brand Refresh:** Delivered full rebranding, messaging, and digital collateral for a statewide training initiative under California's Labor and Workforce Development Agency. Resulted in a 3x increase in partnership inquiries post-launch.
- **Print-to-Digital Workflow Overhaul for a Municipality:** Wrote core CSS for a city website overhaul, redesigned internal newsletter workflows to reduce design/approval cycles by 65%, saving hundreds of staff hours annually.

Differentiators

- **California-Certified Micro Business:** Small, nimble, and procurement-ready for state/local partnerships.
- **Human-Centered Design:** Every deliverable considers real user behavior—from residents and parents to agency staff and board members.
- **Cross-Sector Fluency:** Experience with education, agriculture, public health, local government, and enterprise—understanding of both mission and margins.
- **Hands-On Leadership:** Principal-led engagements with direct accountability, creativity, and deep technical fluency.
- **End-to-End Capabilities:** Strategy, copywriting, design, CMS development, orchestrate third-party vendors, and print delivery—without costly subcontracting layers.



workingarts.com/gov-procurement



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