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Certifications & Identifiers

- CA DGS Micro Business: **2025449**
- UEI: **NBCYGXAAQ5**
- 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

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

PSC Follow/click the link below for more codes



workingarts.com/gov-procurement

Core Competencies

Category	Collateral Examples
Brand Identity & Strategy	Logos, identity systems, messaging frameworks, brand guidelines, rebranding
Print & Digital Collateral	Brochures, one-pagers, data sheets, email templates, online campaigns, reports, case studies
Web & Digital Assets	WordPress CMS website development, website visuals, social media graphics, animated graphics, newsletters
Presentations & Toolkits	Campaign toolkits, pitch decks, interactive presentations
Events & Trade Shows	Booth graphics, leave-behinds, giveaways/merch, NFC handouts, environmental signage
Photography & Video	Brand photography, event documentation, promo videos
Templates	Design templates for repeatable collateral (web and print collateral, slides, invites, social visuals)
Accessibility & Localization	Multilingual adaptations, ADA/WCAG compliance on all digital, print, web, and interactive collateral

Workingarts Marketing, Inc., a California Department of General Services–certified micro business, brings over 20 years of experience in strategic design, website development, brand systems, content production, and project management. The firm delivers mobile-first websites, large-scale publications, and integrated outreach campaigns that transform complex requirements into clear, high-impact communications for agencies, institutions, and mission-driven organizations.

Past Performance

- **Led a 7-year partnership with Madera Unified School District | 2018–2025**, delivering end-to-end design, content production, and vendor coordination for a district-wide 35,000-copy quarterly newspaper. Achieved on-time delivery to 10,000+ households and reduced mailing costs by over 40% through USPS nonprofit rate optimization. Designed 12 new websites to support district communications.
- **Revamped statewide nonprofit websites for City of Angels Camp and City of Soledad**, migrating legacy content, redesigning brand identity, and rebuilding high-performance WordPress CMS platforms. Achieved mobile and accessibility compliance and cut bounce rates by 57% within 90 days of launch.
- **Provided 16 years of uninterrupted service to Madera County Economic Development Commission | 2007–2023**, delivering cost-efficient monthly newsletter publishing, managing email campaigns and analytics reporting, maintaining databases, and providing IT support.
- **Delivered a complete brand refresh for Central Valley Opportunity Center**, including 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.
- **Partnered with ak-mak Bakeries | 2007–2023 for 16 years**, delivering two complete website iterations — including an online store — and upgrading, installing, and configuring the internal office network. Produced photography and video assets for web and print, managed e-commerce operations, and led online marketing and sales campaigns. Collaborated with third-party vendors on packaging design projects and created brochures, print collateral, and digital assets to support brand growth.

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.