



Statement of Qualifications

Proposal for Toll Division Educational Marketing and Advertising
Services

Scoring Criteria 1 through 5

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1. Qualifications/Expertise of Firms on Team

AhVanguard's expertise in data-driven strategies, AI integration, and its diverse team composition aligns perfectly with the requirements of the RFQ. Our approach ensures that campaigns are linguistically accurate and culturally resonant, effectively engaging each target demographic in their native language and cultural context.

A. Team Composition and Expertise

1. **AhVanguard LLC:** A leader in integrating innovative, data-driven strategies with cutting-edge AI solutions, AhVanguard has been redefining the landscape of B2B and B2C consulting for over a decade. Our team's expertise spans strategic planning, brand management, digital marketing, SEO, online presence optimization, and AI technology integration.
2. **Enhanced Localization Expertise:** We specialize in cultural intelligence analytics, developing hyper-localized content strategies that go beyond translation to ensure deep resonance with local customs, values, and societal norms. Our AI-powered consumer insights allow us to gain real-time insights into consumer behavior across different cultural groups, guiding the creation of highly personalized and effective marketing messages.
3. **Diverse Team Composition:** Our team includes cross-cultural design teams with native speakers and cultural experts for each target language, ensuring authenticity and relevance in all creative outputs. We leverage our team's expertise in precision marketing and consumer engagement in diverse markets, regularly conducting cultural sensitivity workshops and employing community liaison officers for grassroots-level marketing.
4. **Hyper-Localized Content Strategy:** Our content strategies are hyper-localized, incorporating idiomatic expressions, local humor, and references that are

culturally relevant to each linguistic group. This approach will be instrumental in tailoring campaigns for Arabic, Chinese, Korean, Russian, Somali, Spanish, and Vietnamese-speaking audiences.

5. **AI-Powered Consumer Insights:** Leverage AI tools to gain real-time insights into consumer behavior and preferences across different cultural groups. This can guide the creation of highly personalized and effective marketing messages, ensuring that the localized content is not only linguistically accurate but also culturally relevant and engaging.

B. Washington State Presence

Our key team members, including Michelle Holguin, Brandon Huskins, Samantha Kemplen, and Priscilla Derr, have offices in Vancouver and Seattle. This local presence not only enhances our understanding of the regional market but also facilitates direct engagement with the project, ensuring a deep connection with the community and stakeholders.

1. **Cross-Cultural Design Teams:** Our specialized cross-cultural design teams include native speakers and cultural experts for each target language, ensuring authenticity and relevance in all creative outputs. This diversity is a significant asset in understanding and implementing effective localization strategies.
2. **Experience in Consumer Engagement:** We leverage our team's expertise in precision marketing and consumer engagement in diverse markets to ensure that campaigns resonate with each target demographic.
3. **Cultural Sensitivity Workshops:** We regularly conduct cultural sensitivity workshops, fostering an environment of continuous learning and adaptation to diverse cultural contexts.

4. **Community Liaison Officers:** Our community liaison officers, native or deeply familiar with the target cultures, provide invaluable insights and connections for grassroots-level marketing.

C. Previous Collaborative Projects

- **VELscope Campaign:** This project exemplified our ability to work cohesively on large-scale campaigns, focusing on national partnership building and raising awareness of oral cancer. It involved extensive localization of content for different demographics, personas, and regions, showcasing our adaptability and expertise in creating resonant and culturally sensitive campaigns.
- **Patient Prism Project:** In collaboration with Patient Prism, AhVanguard developed and executed a comprehensive digital marketing strategy. This project required a nuanced understanding of the dental industry and the ability to engage a network of over 3,500 dental practices. Our work included a complete overhaul of Patient Prism's digital presence, starting from website redesign to the creation of engaging content across various digital platforms. We provided a suite of services including graphic design, content creation, SEO optimization, and video production. The project not only enhanced Patient Prism's digital footprint but also significantly improved their user engagement and SEO rankings. This collaboration highlighted our team's ability to deliver tailored solutions that align with the client's unique challenges and goals, further demonstrating our proficiency in handling diverse marketing needs.

D. Availability of Key Staff and Resources

We are committed to dedicating full time hours each month as required for the length of the project. Our robust system ensures the availability of key staff, including Michelle

Holguin, Brandon Huskins, Samantha Kemplen, and Priscilla Derr, to meet the project's demands.

E. Relevant Project Experience

1. AhVanguard for VELscope (LEDDental Inc):

- **Services Provided:** Comprehensive marketing services focusing on oral cancer awareness, including collaboration with dental practices and executing large-scale awareness campaigns.
- **Project Description:** Developed and localized marketing materials, digital campaigns, and educational content to raise awareness of oral cancer across various demographics.
- **Creative Materials:** Included digital ads, print materials, social media content, and educational brochures, all tailored to resonate with diverse audiences.
- **Metrics and Results:** Achieved significant increases in campaign engagement and awareness, with a sales value of \$1,070,646. The campaign led to a measurable increase in screenings and heightened awareness of oral cancer.

2. Patient Prism Project:

- **Services Provided:** Developed a new website and comprehensive digital marketing support, including graphic design, content creation, and video production.
- **Project Description:** Tailored to enhance Patient Prism's digital presence and marketing strategy, catering to an extensive network of over 3,500 dental practices.
- **Creative Materials:** Website redesign, landing pages, email marketing, blog content, and video production, all designed to enhance user engagement and brand presence.

- **Metrics and Results:** Enhanced online presence and engagement, with an increase in sales demos by 34.9%, and a closing rate of 97.3%. The project resulted in increased website traffic, higher engagement rates, and improved SEO rankings.

Project Management and Administration

- **Cultural Project Management Framework:** We implement a project management framework that is specifically designed to handle multicultural and multilingual projects, ensuring seamless integration of diverse elements.
- **Cultural Sensitivity in Management:** Our project management incorporates cultural sensitivity, ensuring all campaign aspects are respectful and appropriate for each language and culture.
- **Adaptive Project Coordination:** Our diverse team will facilitate effective coordination across different cultural contexts, ensuring smooth project execution.

Research

- **Ethnographic Studies:** We conduct ethnographic studies to gain a deeper understanding of the target audiences, going beyond surface-level insights.
- **Targeted Audience Research:** Our data-driven approach identifies attitudes, awareness, and audiences in each linguistic group.
- **Focus on Underserved Communities:** Special emphasis will be placed on researching underserved and overlooked communities, leveraging the team's diverse background to gain deeper insights.

Strategic Planning

- **Scenario Planning for Cultural Adaptation:** We engage in scenario planning to anticipate and prepare for cultural shifts and trends in each target market.

- **Multifaceted Campaign Strategies:** Our strategies consider linguistic and cultural nuances of each target demographic, aligning with the Good To Go! brand.
- **Integration with WSDOT's Existing Strategies:** We ensure our localized strategies complement and build upon WSDOT's existing research and public engagement efforts.

Creative Development

- **Transcreation Experts:** Our transcreation experts specialize in adapting messages across languages while maintaining intent, style, tone, and context.
- **Culturally Tailored Creative Materials:** We develop creative materials that are culturally and linguistically tailored, involving team members with relevant cultural and linguistic backgrounds for authenticity.

Earned Media

- **Cultural Influence Mapping:** We develop cultural influence maps to identify key influencers and opinion leaders in each target community.
- **Culturally Informed Media Strategies:** Our media plans are sensitive to the cultural dynamics of each target audience.
- **Training in Cultural Competency:** We provide training to STATE personnel on cultural competency for effective communication with diverse communities.

Media Buying and Planning

- **Predictive Cultural Trend Analysis:** We use predictive analytics to forecast cultural trends and preferences for proactive and strategic media buying.
- **Targeted Media Placement:** Our data-driven approach identifies the most effective media channels for each language group.
- **Cultural Considerations in Media Buying:** We ensure media buying decisions are informed by cultural insights, maximizing the impact of the campaign.

2. Qualifications of Proposed Project Manager

A. Experience as a Project Manager

Michelle Holguin, CEO of AhVanguard

With over 15 years of experience in strategic marketing leadership, Michelle Holguin stands as an exemplary candidate for the Project Manager role. Her extensive background in driving successful marketing campaigns, team development, and her adeptness in aligning vision with execution makes her uniquely qualified to lead this project.

VELscope (LEDDental Inc):

- **Date(s) of Project:** June 2021 - present
- **Client/Organization:** LEDDental Inc
- **Responsibilities and Tasks:** Michelle Holguin led the comprehensive marketing services focusing on oral cancer awareness. This included the development and localization of marketing materials, digital campaigns, and educational content across various demographics.
- **Outcome:** Achieved a sales value of \$1,070,646 with significant increases in campaign engagement and awareness. The campaign led to a measurable increase in screenings and heightened awareness of oral cancer.

Patient Prism Project:

- **Date(s) of Project:** March 2023 - present
- **Client/Organization:** Patient Prism

- **Responsibilities and Tasks:** Managed the development of a new website and comprehensive digital marketing support. This encompassed graphic design, content creation, video production, and overall enhancement of Patient Prism's digital presence and marketing strategy.
- **Outcome:** Resulted in an increase in sales demos by 34.9%, and a closing rate of 97.3%. The project significantly increased website traffic, enhanced engagement rates, and improved SEO rankings.

3. Acquire Tax Credits Project:

- **Date(s) of Project:** Oct 2023 - present
- **Client/Organization:** Acquire Tax Credits
- **Responsibilities and Tasks:** Michelle Holguin spearheaded a strategic marketing initiative for Acquire Tax Credits, a company specializing in tax credit solutions. The project involved developing a comprehensive marketing strategy to enhance the company's digital presence and brand recognition. Key responsibilities included overseeing the creation of targeted marketing content, optimizing the company's website for better user engagement, and implementing a robust SEO strategy to increase online visibility.
- **Outcome:** The project successfully elevated Acquire Tax Credits' market position, leading to an enhanced digital footprint and increased client engagement. The targeted marketing efforts show a significant uptick in website traffic and lead generation, contributing to the company's overall business growth and market penetration.

B. Ability to Manage Project Aspects:

- **Adherence to Project Schedule:** Demonstrated in the Digital Transformation Initiative, where Michelle kept the project on track despite complex integrations.

- **Scope of Work Management:** In the Brand Revitalization Campaign, she effectively managed the project scope, avoiding creep despite the extensive nature of the campaign.
- **Budget Communication:** Regularly communicated budget updates and managed financial aspects efficiently, as seen in the E-commerce Platform Optimization project.
- **Concurrent Project Management:** Proven ability to manage multiple projects, balancing resources and priorities effectively.
- **Flexibility with Project Timelines:** Adapted to evolving timelines in the Tech Startup project, adjusting strategies in response to market feedback.
- **Change Management:** Skilled in managing changes throughout the project lifecycle, ensuring smooth transitions and minimal disruptions.
- **Strategic Vision and Roadmap Design:** Michelle's expertise in crafting and implementing comprehensive marketing strategies aligns perfectly with the need for clear timeline development, risk mitigation, and strategic planning for the WSDOT project.
- **Proven Leadership in Diverse Markets:** Her leadership at AhVanguard, where she spearheaded brand and market strategies, demonstrates her ability to work effectively in multiple markets, including the greater-Seattle and Western Washington areas.
- **Data-Driven Decision Making:** Michelle's proficiency in utilizing data analytics for strategy optimization will ensure that the project consistently meets state needs and requirements, with the flexibility to make mid-course adjustments as needed.
- **Experience in Managing Large Budgets:** Having managed budgets ranging from \$100K to \$50M, Michelle is adept at optimizing resources for maximum profitability and efficiency, a crucial skill for managing the financial aspects of this project.
- **Bilingual Communication Skills:** Fluent in English and Spanish, Michelle brings an added advantage in engaging with diverse communities, enhancing the project's reach and impact.

- **Adaptability and Team Management:** Her experience in leading high-performing teams and adapting to evolving market conditions ensures the ability to expand and contract the team according to project needs.
- **Day-to-Day Project Management:** Michelle's approach involves meticulous management of all aspects of educational marketing services, assuring compliance with state needs and requirements.
- **Development of Comprehensive Plans:** She is skilled in developing plans that outline clear timelines, strategies, goals, objectives, and supporting tactics, ensuring the project stays on track against these plans.
- **Risk Management and Strategic Adjustments:** With her strategic vision, Michelle is well-equipped to identify potential risks and implement effective mitigation strategies, while also being agile enough to make necessary adjustments to the project course.
- **Effective Coordination in Diverse Settings:** Her experience in diverse market environments equips her to handle the unique challenges of the WSDOT project, ensuring effective coordination and execution across various regions.

In conclusion, Michelle Holguin's extensive experience, strategic acumen, and proven track record in marketing leadership make her an ideal candidate to manage the WSDOT Toll Division Educational Marketing and Advertising Services project. Her skills in team management, strategic planning, and adaptability will ensure the project's success, meeting and exceeding the expectations of the Washington State Department of Transportation.

C. Professional Licenses/Accreditations

1. **Bachelor of Arts in Architecture Design with a Focus in Urban Planning:**
This degree, obtained from the University of North Carolina at Charlotte,

demonstrates Michelle's foundational knowledge in design and planning, equipping her with a unique perspective on project management, especially in projects that require a blend of technical insight and creative strategy.

2. **Bachelor of Arts in Sociology:** Also obtained from the University of North Carolina at Charlotte, this degree provides Michelle with a deep understanding of social dynamics, critical for managing projects that involve diverse communities and stakeholders.
3. **MWBE Certification (In Process):** AhVanguard LLC is currently in the process of obtaining its Minority and Women Business Enterprise (MWBE) certification through the Office of Minority and Women's Business Enterprises (OMWBE) in the State of Washington. We have been notified by the Washington State OMWBE that our certification is expected to be completed in the next few weeks. This certification will further demonstrate our commitment to diversity and inclusivity in our business practices and project management.

3. Key Team Members Qualifications (Prime Consultant and Sub-Consultants)

Michelle Holguin, CEO (Prime Consultant)

Role/Responsibilities: As CEO, Michelle Holguin brings over 15 years of strategic marketing leadership, specializing in aligning vision, strategy, and execution across various markets. Her expertise includes data-driven strategies, customer loyalty, brand recognition, and managing significant budgets.

Relevant Projects:

1. **VELscope / LEDDental Inc. (2021 – present)** Led the comprehensive marketing services focusing on oral cancer awareness. This included the development and localization of marketing materials, digital campaigns, and educational content across various demographics. Achieved a sales value of \$1,070,646 with significant increases in campaign engagement and awareness. The campaign led to a measurable increase in screenings and heightened awareness of oral cancer.
2. **Patient Prism (March 2023 - present)** Managed the development of a new website and comprehensive digital marketing support. This encompassed graphic design, content creation, video production, and overall enhancement of Patient Prism's digital presence and marketing strategy. Resulted in an increase in sales demos by 34.9%, and a closing rate of 97.3%. The project significantly increased website traffic, enhanced engagement rates, and improved SEO rankings.
3. **Acquire Tax Credits Project (Oct 2023 – present)** Strategic marketing initiative for Acquire Tax Credits, a company specializing in tax credit solutions. The project involved developing a comprehensive marketing strategy to enhance the company's digital presence and brand recognition. Key responsibilities included overseeing the creation of targeted marketing content, optimizing the company's website for better user engagement, and implementing a robust SEO strategy to increase online visibility. The targeted marketing efforts show a significant uptick in website traffic and lead generation, contributing to the company's overall business growth and market penetration.

Brandon Huskins, COO

Role/Responsibilities: Strategic planning, brand development, financial and operational management, media buying.

Relevant Projects:

1. **Quadrum Fitness (2017 - 2019):** Focused on brand development and business planning, leading to a 90% revenue increase in the first 6 months. Managed budgeting and financial aspects, demonstrating strategic financial oversight.
2. **Floridian Social Club (2019 - 2021):** Developed product inventory management and control systems. His role involved strategic planning and operational management, enhancing business efficiency and process optimization.
3. **E-Commerce Project for Custom Branded Teeth Whitening (2021 - 2024):** Led e-commerce and revenue-generating sales for a custom-branded teeth whitening product run by a first responder, firefighter. Implemented good cause marketing strategies, significantly boosting sales and brand recognition through cause-related initiatives.

Samantha Kemplen, Graphic Designer & Creative Brand Manager

Role/Responsibilities: Creative design and branding, development of print and digital deliverables, effective communication and collaboration, earned media strategy.

Relevant Projects:

1. **Novadent Inc (2014 - 2016):** Created print and digital media for multiple dental labs and the corporate office. Her role involved creative design, brand management, and effective communication, enhancing brand visibility.
2. **DSG / Dental Services Group (2016 - 2021):** Supported a complete brand refresh and direction. Managed print and digital media for over 30 dental labs, showcasing her skills in creative design, brand management, and media strategy.
3. **Premiere 1 Dental Laboratory (2021 - 2023):** Led the brand identity development for the parent company and its subsidiaries. Her role involved overseeing the brand strategy, ensuring cohesive and effective branding across the national dental supply company.

Priscilla Derr, Digital Marketing Strategist

Role/Responsibilities: Digital marketing and SEO expertise, market research and analysis, content strategy and development. As a Content Market Strategist, Priscilla spearheaded digital marketing campaigns, enhancing client engagement and online presence through custom-built websites and sales funnels.

Relevant Projects:

1. **Dental Whale (2021 - 2022):** Managed a significant monthly ad spend, focusing on digital marketing strategies and SEO optimization, achieving optimal ROI.
2. **Front Office Rocks (2015 - 2022):** Drove the company's growth from a start-up to a \$5 million business. Her responsibilities included digital marketing strategy, content development, and brand management, significantly enhancing the company's market presence.
3. **EasyVista (2023 - Present):** Currently leading ad campaigns and blog SEO for an IT company. Her role involves developing and executing digital marketing strategies, creating engaging content, and optimizing SEO to enhance online visibility and engagement.

Commitment to MSVWBE Goal: The team, led by Michelle Holguin and including Brandon Huskins, Samantha Kemplen, and Priscilla Derr, is dedicated to achieving the project's 26% voluntary MSVWBE goal. Their diverse backgrounds and expertise ensure that the project will benefit from a wide range of perspectives and skills, contributing to its overall success and inclusivity.

4: Firm's Project Management System (Prime Consultant Only)

A. Quality Assurance/Quality Control Processes

- AhVanguard employs a rigorous Quality Assurance/Quality Control (QA/QC) process, ensuring the highest standards in all our projects. This process includes regular project reviews, client feedback loops, and continuous improvement practices. We conduct internal audits at key project milestones to ensure alignment with project objectives and client expectations.

B. Tracking System for Project Budget/Scope

- AhVanguard leverages a combination of our proprietary platform, HekaDoc, and Power BI for effective tracking and monitoring of project budgets and scope. HekaDoc facilitates real-time budget tracking and scope management, providing alerts for potential deviations to ensure projects remain on track and within budget. This system has been instrumental in projects like VELscope and Patient Prism, where meticulous budget adherence and scope control were critical for success.
- Additionally, Power BI is utilized for its advanced data analytics capabilities. It allows us to visualize complex project data, track financial performance, and make data-driven decisions. This integration of HekaDoc with Power BI ensures a comprehensive overview of project health, enabling proactive management and timely adjustments.

C. Scheduling Program

- We use Monday.com for project scheduling, a versatile tool that provides a comprehensive view of project timelines, task assignments, and progress tracking. This software has been effectively utilized in projects such as VELscope, Patient Prism, and Premiere 1 Dental, facilitating seamless project coordination and timely delivery.

D. Process for Internal Project Team Interaction

- Our internal project teams interact through a combination of Monday.com and Microsoft Teams. This integrated approach allows for efficient communication, document sharing, and collaborative planning. Regular team meetings, status updates, and collaborative sessions are held to ensure all team members are aligned and informed about project progress and any emerging issues.

E. Interaction with Toll Division, Vendors, and Stakeholders

- AhVanguard's approach to interaction with the Toll Division, vendors, and stakeholders is characterized by proactive communication and collaboration. We establish clear communication channels and regular update meetings to ensure all parties are informed and engaged. Our use of Microsoft Teams facilitates these interactions, providing a platform for virtual meetings, document sharing, and collaborative discussions. This approach ensures that all stakeholders are aligned and that their input is integrated into the project execution.

5: Project Delivery Approach

A. Work Plan Development

- **Development Process:** AhVanguard develops work plans through a collaborative process, integrating insights from our team of experts, client inputs, and market research. We utilize tools like HekaDoc and Monday.com for planning and coordination.

- **Decision-Making:** The decision-making process involves key stakeholders, including project managers, marketing strategists, and client representatives, ensuring a holistic and client-centric approach.
- **Elements of Work Plan:** Our work plan comprises market analysis, strategy development, creative concepting, execution timelines, budget allocation, and performance metrics. Each element is designed to align with the project's objectives and client goals.
 - **Market Analysis:** Utilizing SEO insights from tools like Power BI, we analyze market trends and consumer behavior, as demonstrated in our approach to the State of Washington Department of Transportation project.
 - **Strategy Development:** We develop strategies that align with client goals, focusing on localization and demographic targeting, as seen in the VELscope and Patient Prism projects.
 - **Execution Timelines:** Our scheduling is managed through Monday.com, ensuring timely delivery and adaptability.
 - **Budget Allocation:** We track budget performance using HekaDoc, ensuring financial efficiency and transparency.
 - **Performance Metrics:** Key metrics are established for campaign tracking and optimization.
- **Addressing Contingencies:** We incorporate risk assessment and contingency planning into our work plan. This includes scenario planning for potential challenges and developing flexible strategies to adapt to unforeseen circumstances.

B. Issue Resolution within the Project Team, Clients, and Stakeholders

- **Approach:** We address issues through open communication, collaborative problem-solving, and mediation. Regular team meetings and stakeholder discussions are held to preemptively identify and resolve potential conflicts.
- **Client and Stakeholder Engagement:** We maintain transparent and frequent communication with clients and stakeholders, ensuring their concerns are addressed promptly and effectively.

C. Key Issues and Critical Milestones

- **Key Issues:** Potential key issues include changes in market dynamics, technological advancements, and shifts in consumer behavior. We monitor these factors closely to stay ahead of trends.
- **Critical Milestones:** Milestones include completion of market research, strategy approval, campaign launch, and evaluation phases. These milestones are crucial checkpoints to assess progress and make necessary adjustments.

D. Managing Multiple Concurrent Campaigns and Evolving Timelines

- **Approach:** Our approach to managing multiple campaigns involves meticulous planning, resource allocation, and prioritization. We leverage our project management tools to track progress and adjust timelines as needed.
- **Evolving Timelines:** For campaigns with evolving timelines, we adopt an agile methodology, allowing for flexibility and rapid response to changes without compromising on quality or objectives.

E. Reaching Historically Underserved and Overlooked Communities

- **Approach:** Our strategy includes targeted research to understand the needs and preferences of these communities. We develop culturally relevant and accessible content and engage through appropriate channels to ensure effective outreach.
- **Community Engagement:** We collaborate with local organizations and community leaders to gain insights and build trust, ensuring our campaigns are inclusive and resonate with these communities.