



Providing Creative and Transformative Communications  
and Business Solutions Since 2002

#### Washington, D.C. Metro Area

451 Hungerford Drive • Suite 275 • Rockville, MD 20850

T 301.987.5495 F 301.987.5498 [linksglobal.org](http://linksglobal.org)

**Certified by SBA as WOSB**

Registered in SAM

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## ABOUT US

Links Global supports high-priority government initiatives that communicate vital information to improve the quality of life for the people of the United States now and in the future.

Through advanced integrated consulting and innovative practices, our staff brings creative and strategic approaches to modernize our clients' engagement with the public and solve critical problems that affect society. Our work aims to advance progress in

- Agriculture, Food Security, and Environment
- Economic Growth and Employment
- Education and Cultural Affairs
- Governance, Conflict Transformation, and Peacebuilding Leadership
- Health and Humanitarian Assistance
- Humanitarian Aid and Development Assistance
- Workforce Solutions.

## CONTRACTING VEHICLES

GSA Multiple Award Schedule  
(Award Contract Number: GS-07F-0016X)  
GSA OASIS

## CONTACT INFORMATION

### Business Development Team

Brian Kubiak, T 301.987.5495 Ext. 103

[bkubiak@linksglobal.org](mailto:bkubiak@linksglobal.org)

[www.linkedin.com/in/briankubiak](http://www.linkedin.com/in/briankubiak)

Marisabel Sanchez, T 301.987.5495 Ext. 102

[msanchez@linksglobal.org](mailto:msanchez@linksglobal.org)



## PRIMARY NAICS

- 541810 Advertising
- 541820 Public Relations
- 541511 Web-based Marketing
- 541910 Market Research and Analysis Services
- 512110 Video/Film Production Services
- 561920 Conference, Events, and Trade Show Planning
- 541922 Commercial Photography Services
- 541430 Commercial Art and Graphic Design Services
- 541613 Integrated Marketing Services
- 541611 Integrated Consulting services
- 541810 Other Direct Costs

## PAST CONTRACTS

### FEDERAL

- Army National Guard, W912LC16F0033
- CDC, 75D30118F01463
- DHS, HSSCCG05D0018
- FDA, HHSF223201400394P; HHSF223201210651G
- GSA Public Buildings Service, GS11P11YAC0043
- Library of Congress, RES17T0001
- National Park Service, INP15PA00095
- Navy Seaport, N0017814D7373
- Peace Corps, PC129025; PC159015
- Smithsonian Institution, T05CC10163
- USAID, AID527C1300004; AID0AAC1000120
- Veterans Affairs, VA77712F0441
- Washington Headquarters Service, HQ003408C1056

### NGOs/PRIVATE

- Chemonics TASC IV Africa AID0AAI1400037LM
- Medical Care Development International, 201801
- MSH, SIAPS, SOF103589
- TetraTech ARD, PLACE IQC LM 001
- University of Maryland, R138006

## RECENT CONTRACTS

### ENDING AMERICA'S OPIOID CRISIS

**U.S. Drug Enforcement Administration**

**Contract Number: DJD17HQ50025**

In support of the government's efforts to swiftly address the devastating impacts of the opioid crisis across the country, the Drug Enforcement Administration leads important education and prevention programs. Links Global assists DEA in the design, planning, coordination, and implementation of vital programmatic components. Through the application of integrated strategies for awareness and behavior change, advertising, branding, partner engagement, and social media our staff helps achieve results. In collaboration with multiple agencies and stakeholders including from businesses, entertainment and sports industries, our team has nurtured strong coalition building to organize national youth and parents' events, law enforcement and substance abuse prevention and treatment conferences, speaking engagements, and news and social media campaigns.

### ADVANCING TRANSPARENCY THROUGH INFORMATION

**U.S. Department of Justice**

**Contract Number: DJJ14FUSA510137**

As the law enforcer, the U.S. Department of Justice provides federal leadership in preventing and controlling crime, defends the interests of the country according to the law, ensures public safety against threats foreign and domestic, and safeguards fair and impartial administration of justice. Our company supported the mission and goals of the Office of the Attorney General by providing public information through a wide range of communication activities and digital technology. Applied integrated public affairs strategies ensured timely dissemination of messages about law enforcement and legal affairs. These actions included media relations, spokesperson training and scheduling, events and logistics management, manuscripts and media materials development and distribution, presentations in conferences and meetings, social media campaigns, and coalition building.

### GLOBAL INITIATIVES, INNOVATIVE SOLUTIONS

**U.S. Agency for International Development**

**Contract Number: TASC2 AIDGHSI010300037**

For the world's premier international development agency, Links Global as an implementing partner has helped achieve essential results. Through 13 multi-year contracts and IDIQs, we supported critical initiatives and programs in agriculture, food safety and security, global health and the environment, economic growth and employment, humanitarian aid and development assistance, education and cultural affairs, and governance. Our national and international teams offered technical expertise to headquarters and missions. The consultation included research, social marketing, awareness, and SBCC campaigns, advertising, branding and creative services, advocacy, education and TA, social media campaigns, M&E, events and logistics, media relations, spokesperson engagement, coalition building, and publishing.

### UNDERSTANDING CONSERVATION

**U.S. Department of Commerce**

**Contract Number: DOCEA133C14NC1547**

Healthy coral reefs provide billions of dollars in food, jobs, recreational opportunities, coastal protection, and other vital goods and services to people. Despite the value of this ecosystem, coral reefs face the threats of pollution, unsustainable fishing practices, and global climate change. The Department of Commerce through the National Oceanic and Atmospheric Administration leads efforts to study and conserve these precious resources. Links Global worked with NOAA's Coral Reef Conservation Program to research the many key drivers of the coral reef ecosystem decline including urban and coastal development, tourism, overfishing, coastal pollution, and global climate change. We collected important behavioral data using innovative software and integrated platforms for online real-time interviews. Through advanced recruitment software and techniques, and contact center technology we reached the desired target sample response rates.

### IMPROVING PREVENTION AND TREATMENT Centers for Disease Control and Prevention

**Contract Number: 75D30118F01463**

Consistent with the mission and strategies of CDC, Links Global supported the Division of Cancer Prevention and Control with its *Bring Your Brave* campaign. Our team helped develop and promote continuing medical education curricula and materials to educate medical providers about high-risk breast and ovarian cancer. Using an integrated online platform, we trained over 16,000 healthcare professionals and issued 12,000 plus credits. Links Global's comprehensive digital geomarketing strategy reached the right number of providers through modes such as mobile, desktop, display, paid search, video, native, and email. Targeted participation in conferences and meetings, social media campaigns, direct outreach recruitment, and ad placement augmented enlistment targets.

### PUTTING CUSTOMERS IN CONTROL

**Social Security Administration**

**Contract Number: SS001240054**

Links Global conducted nationwide usability testing research in support of Social Security's priority of getting customers secure access to information online about an extensive array of services. Through an online video research interview platform and recruitment and outreach technology and services, our team helped collect essential user data to identify task flow issues, discover problems, identify eye-tracking, learnability, and benchmarking. Links Global also provided qualitative research and research support to test a variety of communication projects targeting young and older U.S. populations.

