

Capability Statement

The Byne Group established in 1998 is a full-service strategic branding and integrated marketing agency providing 360 degree marketing programs to public and private sector clients. We are pragmatic strategists who utilize our extensive experience in branding, strategic planning, research, design, and technology to deliver effective, high ROI marketing and communications solutions across all media touch points.

COMPANY DATA

NAICS: 541430, 541613, 541810, 541820, 541511, 541830, 541890

Product Service Codes:
R701, R708, T001, R426

CAGE CODE: 6AA42

DUNS: 176349033

CONTACT INFORMATION

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Ann Byne

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CERTIFICATIONS

NYC WBE, NYS WBE, NJ WBE,
WOSB Certified (Federal)

Core Competencies

- **Strategic Planning/Implementation**
Branding, Social Media, Digital Marketing, Website Development, Content Marketing, Data Driven Analysis, Reporting
- **Brand Identity/Analysis**
Logo, Style Guide, Communications Guide, Brand Assets (stationary, business cards, etc), Marketing Collateral Materials
- **Social Media Development/Management**
Campaign Creation, Implementation/Monitoring/Reporting, Content Creation Packages, Advertising, Tracking/Reporting Analytics
- **Digital Marketing Development/Management**
Content Creation, Advertising Development/Management, Social Media Integration, Tracking/Reporting Analytics
- **Website/Mobile Development**
Website Design/Development/Maintenance, Landing Pages, SEO Management, Tracking/Reporting Analytics
- **Content Marketing**
Strategy/Messaging Development, Photography/Video Production, Advertising Creation, Infographic Design, Public Relations

Differentiators

- Acknowledged thought leader on branding and social media marketing.
- Consistently at the forefront of emerging marketing trends and technologies.
- Create results oriented business solutions.

Past Performance

- **Rockland County Government**, New City, NY
Branding, Logo Redesign
- **Rockland County Tourism**, New City, NY
Strategic Planning, Print/Digital/Social Media Campaign Development
- **SUNY Purchase College**, Purchase, NY
Web Design/Development, Collateral Print Materials
- **Rockland Economic Development Corporation**, Pearl River, NY
Direct Mail, Collateral Print Materials
- **Mid-Hudson Regional Economic Development Council**, New Windsor, NY
Web Design/Development, Collateral Print Materials, Media Planning
- **Town of Clarkstown**, New City, NY
Direct Mail, Collateral Print Materials
- **Nyack Hospital**, Nyack, NY
Web Design/Development/Maintenance, Print/Digital Advertising, Social Media Management, Collateral Print Materials