

Monique Waters, Owner

Certification type: Woman-Owned
Small business (WOSB)



NAICS CODES:

- 512110 - Motion Picture and Video Production
- 541430 - Graphic Design Services
- 541613 - Marketing Consulting Services
- 541618 - Other Management Consulting Services
- 541820 - Public Relations Agencies
- 541910 - Marketing Research and Public Opinion

Core Competencies

We work with government and non-governmental organizations by creating a communications plan that mobilizes their mission.

Communications Consulting

Offer strategic communications counsel to help organizations tell their story, activate their audience and unite their team around one plan.

Marketing Communications

Provide a breadth of public sector and stakeholder engagement expertise to aid clients in effectively amplifying their story.

Public Relations Consulting

Guide clients in effectively communicating with media outlets by working with them to tailor their goals into a clear, relevant message.

Differentiators

- Skilled communications strategist with twenty years of experience
- Develop customized communication plans tailored to client's specific goals
- Devise dozens of successful public and private awareness campaigns from the ground up
- Advise leading voices in politics, technology and social impact

Past Performance

District of Columbia Office of Racial Equity

Strategic Communications

Casey Family Programs consulting with Michigan Department of Health and Human Services

Communication Consulting

Lauren Underwood For Congress

Public Relations Consulting

Levick Strategic Communications prime contract with The Office of Population Affairs at the U.S.

Department of Health and Human Services

Education Campaigns

EVERFI Inc.

Marketing Communications

The Office of U.S. Senator Cory Booker

Media Relations

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Certified Business Enterprise (CBE)



NGIP CODES:

- 9150000 Communications and Media Related Services
- 9180000 Consulting Services
- 9182400 Communications Consulting
- 9182600 Public Relations Consulting
- 9152200 Communications Marketing Services

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CASE STUDIES

District of Columbia Office of Racial Equity



Established by Mayor Bowser in 2021, the Office of Racial Equity focuses on developing an infrastructure to ensure policy decisions and District programs are evaluated through a racial equity lens. H2O Strategies was awarded the prime contract to develop a strategic communication plan. H2O Strategies worked with The Chief Equity Officer on a tactical communications strategy that provided best practices to mobilize the Office of Racial Equity's mission from the ground up as a newly established office. Their work with H2O Strategies provided clarity and essential infrastructure by helping them better understand their stakeholders, creating infrastructure for them to communicate with empathy and strategically map out their engagement.

Lauren Underwood for Congress



In 2018, Lauren Underwood won her congressional campaign and would soon be the youngest African American woman ever elected to serve in Congress. Lauren sought H2O Strategies for guidance and support as she transitioned into her new role as Congresswoman Lauren Underwood. Both Underwood and H2O Strategies knew how important this moment was not only for her community but for the country. Underwood and her team were able to immediately leverage H2O Strategies extensive experience working with new congressional offices in both the House of Representatives and the U.S Senate. H2O Strategies developed a plan and worked with the team to establish communications infrastructure and best practices for Congresswoman Underwood's new office.



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