KTDCREATIVE
leave the marketing to us

CAPABILITIES STATEMENT

KTD Creative LLC | Woman-owned small business | Baltimore, Maryland

Full-service marketing, branding and design for museums, cultural institutions and the organizations that serve the public. Founded in 2005 by Kate Tallent, KTD Creative has served more than 190 clients over 21 years, including Smithsonian museums, federal and international agencies, universities, associations and nonprofits.

CORE CAPABILITIES

- **Marketing strategy and execution:** marketing and communication plans, media relations and press releases, advertising, project management
- **Integrated marketing campaigns:** multichannel campaigns planned and carried out across print, digital, social and email
- **Exhibition and print design:** exhibits, exhibition graphics and signage, booklets, catalogs, brochures, posters, event invitations
- **Brand development and positioning:** logos, brand strategy, program and exhibition identities within an institutional brand, visual identity and style guides
- **Publications:** annual and impact reports, newsletters, membership and fundraising appeals, data visualization
- **Nonprofit marketing and fundraising communications:** year-end and GivingTuesday appeals, fundraising postcards, donor communications, cases for support
- **Content strategy and copywriting:** copywriting for print and web, editorial development, content strategy
- **Digital marketing and website development:** WordPress, Squarespace and Drupal websites, landing pages, accessibility built in (Section 508, WCAG 2.2 AA); social media graphics and content, digital advertising (social and pay-per-click)
- **SEO and AEO:** search engine optimization and answer engine optimization for AI search
- **Email marketing and audience engagement:** email campaigns, eNewsletters and audience growth
- **Print and digital communications:** trade show booth graphics, signage, event materials, Section 508-compliant PDFs
- **Project management and creative direction:** one creative director on every project, from kickoff to final delivery
- **Photography and video:** through trusted production partners

DIFFERENTIATORS

- **Smithsonian and museum experience:** we work within an institutional brand while giving each museum, exhibition and program its own voice.
- **One agency, start to finish:** strategy, writing, design, web and digital under one roof, with a single senior point of contact.
- **Led by the founder:** Kate Tallent directs every project personally, with 29 years of experience in branding, writing and design.
- **Award-winning team:** a combined 50+ years of experience in marketing, design, web development and video.
- **Proven reliability:** more than a decade with Dance Place, nearly a decade with the General Board of Church and Society, and 24 five-star Google reviews.
- **Close to the Mall:** based in Baltimore, an hour from Washington, DC, serving clients across DC, Maryland and Virginia.

COMPANY DATA

Legal name	KTD Creative LLC
SAM.gov	Active registration
UEI	N46ADZTUHJV5
CAGE code	0D6Q5
Business type	Small business, woman-owned
Founded	2005
Primary NAICS	541430 Graphic Design Services
Other NAICS	541810 Advertising Agencies; 541613 Marketing Consulting Services; 541511 Custom Computer Programming Services (web development); 512110 Motion Picture and Video Production
Payment	Electronic payment

PAST PERFORMANCE

Smithsonian Institution	National Museum of Natural History; National Museum of African American History and Culture
Museums and culture	National Building Museum; Baltimore Museum of Art; Dance Place; VTDance
Federal, international and public	The White House Fellows Program; FDIC; U.S. Department of State; World Bank; International Finance Corporation; Pan American Health Organization; National Academies of Sciences, Engineering, and Medicine (Transportation Research Board); District of Columbia government
Universities	Johns Hopkins University; Georgetown University; The Catholic University of America
Associations	American Podiatric Medical Association; Pulmonary Hypertension Association; Sports & Fitness Industry Association; Community Transportation Association of America
Nonprofits	Save the Children; CARE; League of Conservation Voters; General Board of Church and Society of the United Methodist Church
Businesses	Bay Acoustics

Full client list: ktdcreative.com/clients-by-industry | Case studies: ktdcreative.com/case-studies

Kate Tallent, Chief Marketer & Creative Director
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