



Capability Statement for Sorena A Photography LLC

Core Competencies:

- **Event Photography:** Expertise in capturing dynamic, high-quality images across various events, including corporate gatherings, government events, weddings, and local celebrations.
- **Portrait Photography:** Specialized in creating professional and engaging portraits for individuals, families, and corporate clients, tailored to meet diverse needs.
- **Photographic Editing:** Proficient in Adobe Photoshop and Lightroom, offering over 20,000 photo enhancements and touch-ups, demonstrating meticulous attention to detail and commitment to excellence.
- **Event Management and Coordination:** Proven experience in orchestrating over 400 photo shoots and 200 diverse events, ensuring seamless execution and high client satisfaction.
- **Team Leadership:** Successfully leading 2-3 member photographer teams for comprehensive event coverage, ensuring every key moment is captured and client objectives are met.
- **Marketing and Promotional Services:** Skilled in leveraging tools like Google Analytics and Google AdWords to execute effective marketing campaigns, complemented by a blend of online and traditional marketing strategies.
- **Design and Production Services:** Providing a range of design and production services for promotional materials, including brochures, magazines, and advertising materials, to support clients' marketing efforts.

- **Proposal Composition and Contractual Services:** Experienced in crafting detailed and competitive proposals for both government and private sector projects, aligning services with client goals.

Differentiators:

- **HUBZone Certified:** Emphasizing our commitment to community economic development as a HUBZone-certified business.
- **Women-Owned Small Business (WOSB) Certification:** Currently in process, to further establish our commitment to diversity and excellence.
- **SAM.gov Registered:** Ready for federal contracting opportunities, fully registered and active in the System for Award Management (SAM).
- **Customized Event Solutions:** Offering more than just photography—partnering with clients and event planners to provide tailored solutions that enhance each event’s unique narrative.
- **Extensive Experience:** With over 15 years in the business, our portfolio showcases a broad range of successfully covered events and projects, demonstrating versatility and creativity.

Past Performance:

<ul style="list-style-type: none"> • Colgate-Sponsored African American Dental Conference: Delivered 250+ high-resolution images, capturing the conference's essence and receiving positive feedback from Colgate-Palmolive Company.
<ul style="list-style-type: none"> • Women in Film Gala 2021: Provided over 200 edited images for promotional use, enhancing the gala's visibility and receiving high client satisfaction.
<ul style="list-style-type: none"> • New Beginnings Beauty College Grand Opening: Produced 150+ images for marketing, directly contributing to the college's increased visibility.
<ul style="list-style-type: none"> • MCD 35’s Class of '03 Reunion: Captured 300+ images across a 3-day event, creating lasting memories and featured on the event's official website.
<ul style="list-style-type: none"> • Step Up Louisiana Annual Gala Location: Produced 200 + images, comprehensive photographic coverage of the gala from the opening ceremonies to the closing dance. This included capturing key moments such as guest arrivals at the red carpet welcome backdrop,

- **Color of Change Mother's Day Brunch:** Successfully portrayed the celebration with 100+ images, amplifying the event's message and fostering community engagement.

Corporate Data:

- **Owner:** Sorena Briley
- **Location:** Greater New Orleans Area
- **Years in Business:** 15+
- **Certifications:** HUBZone Certified
- **SAM.gov Registration:** Active

Contact Information:

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