



THE **MINER** AGENCY

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NAICS

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IN BUSINESS SINCE

May 2018

CERTIFICATIONS



CAPABILITY STATEMENT

The Miner Agency is a highly experienced and versatile company specializing in **BIG** (Business Intelligence for Government), AI, Data + Analytics, Marketing and Communications in both the public and private sectors.

In a world where expectations for efficient and responsive government services are higher than ever, The Miner Agency bridges the gap between potential and performance. With a strong commitment to delivering exceptional results, we offer a wide range of services to meet the unique needs of our clients.

CORE COMPETENCIES

BIG: Business Intelligence for Government

- The future of government is intelligent, integrated, and driven by BIG.
- BIG brings the power of data, analytics, and intelligence to the heart of government operations, making them smarter, faster, and more citizen centric.
- The Miner Agency is leading the charge in the BIG revolution, creating smarter, more responsive, actionable intelligence by:
 - **ECOSYSTEM:** utilizing existing government ecosystems, in conjunction with new technologies, to drive efficiency and scalability
 - **DATA:** enabling accessibility to multiple real-time and historic data sources
 - **VISUALIZATION + REPORTING:** development of both stand alone and integrated visualization capabilities, from bespoke dashboards to timely and relevant reporting and insights capabilities, that enhance existing software solutions and allow you to get the most out of your data
 - **ANALYTICS + INSIGHTS:** your data is only as useful as your ability to interpret it. We work with you every step of the way to ensure your data is working for you, enabling you to see what it's telling you and how best to leverage it to move your programs forward
 - **AI + MACHINE LEARNING:** your data alone may not be enough to drive the insights you need for critical decision making. Data Science + Modeling takes the guess work out, allowing for the utilization for AI + Machine Learning to truly power your insights, allowing you to see a more holistic and predictive view of your current intelligence and future path.

ADDITIONAL SERVICES INCLUDE



BUSINESS INTELLIGENCE

Transform data into insights, aiding decision-making, identifying trends, optimizing processes, and driving business growth and efficiency



DESIGN + PRODUCTION

Print collateral, advertising, tradeshow graphics, presentations, proposal decks, identity creation



VIDEO PRODUCTION

Script development, storyboarding, video/photography production, editing, animations and graphics, talent contracting



STRATEGIC MARKETING

Market research and audits, strategic planning, partnership opportunities, goal setting/benchmarking



CREATIVE SERVICES

Develop print and digital design solutions that are visually powerful, strategic and measurable



WEB & APP DEVELOPMENT

UI/UX design, programming, accessibility and compliance, security and metrics monitoring, maintenance



SOCIAL MEDIA

Management/promotional posts, post amplification, and fan acquisition



PUBLIC RELATIONS

Develop custom strategies to help you reach your communication goals and tell your story



LEGISLATIVE/ POLICY AGENDAS

Development of and implementation of legislative priorities and policy agendas



BRANDING

Naming and positioning, message development, identity programs, brand management and protection



SEO + SEM

Search engine optimization/marketing, keyword/market research, advertising



ADVOCACY

Extensive track record of compelling others to act based on compelling logic and reasoning

PAST PERFORMANCE

Enhancing Economic Prosperity in Macon-Bibb County: A Comprehensive Marketing and Public Relations Endeavor

Project Overview:

The Macon-Bibb County Industrial Authority (MBCIA) stands as the vanguard of economic development within the county, dedicated to fostering an environment conducive to business growth, job creation, and community prosperity. Our efforts have successfully positioned the county as an attractive destination for businesses, investors, and talent resulting in a \$652 billion projected investment for FY22 alone.

Transforming the Museum of Aviation: A Success Story of Rebranding and Growth

Project Overview:

The Museum of Aviation faced challenges in outreach, website design, and brand management. To address this, we implemented various strategies and tactics including website enhancements, pop-up promotions, improved event registration, an expanded online shop, targeted emails, and physical awareness campaigns. The results were impressive:

- Web traffic increased by 800% per month
- Museum visits increased by 100k in a year
- 30% increase in education program attendance
- 200% increase in fundraising and sponsorships

Multinational Financial Institution Achieves 22% YoY Customer Growth Through Innovative Data Analysis and Predictive Modeling

Project Overview:

A multinational financial institution undertook a strategic initiative to analyze customer data alongside prospect and government data. By integrating predictive modeling, they gained profound insights into how customer and prospect behaviors impact future growth. This effort led to a remarkable 22% Year-over-Year (YoY) increase in customer growth, optimizing acquisition channels and upselling opportunities.

