

**We thoughtfully craft and implement our clients' stories into actionable and measurable marketing programs that elevate their brand.**

## COMPANY OVERVIEW

Coverly Professional Services, Inc. (CoverlyPro) is a full-service marketing and communications project management firm. Through vibrant collaboration, our team of thoughtful marketers, strategists, project managers, creatives, and copywriters build authentic connections with our clients, crafting their stories into actionable and measurable marketing programs. We are motivated by ensuring that the work we do is seen, heard, and engaged with by our clients' customers and their community of supporters. We are happiest working behind the scenes, elevating our clients and their brands.

Our clients represent varied business sectors including, government and public agencies, community non-profits, public transportation, affordable housing, and many service-based businesses in health and wellness, insurance services, veterinary, home services, finance, law, retail, and professional services.

## OUR CLIENTS SAY IT BEST ...

"Coverly Professional Services took the time to learn about our business and executed a marketing plan that reflected their commitment to our success. CoverlyPro offers the type of personal service, many times on a compressed timeline, that reflects their commitment to their clients."

– Patrick Merrick  
Tolar Manufacturing Co.

## CORE CAPABILITIES

MARKETING STRATEGIES & BRANDING

EBLASTS & DIGITAL COMMUNICATIONS

PRESS & COMMUNITY RELATIONS

EVENT PRODUCTION

MEDIA PLACEMENT

COPYWRITING

SOCIAL MEDIA

WEBSITES

DESIGN

## CERTIFICATIONS & AWARDS



The ABC's of DEI certification, January 2022.

Certified Financial Marketing Professional (CFMP), Institute of Certified Bankers, 2008.

*Let's work  
together!*

Let's have a conversation to identify how your company will benefit from working with the CoverlyPro team. **Email us – [LetsTalk@CoverlyPro.com](mailto:LetsTalk@CoverlyPro.com)**

## SUCCESS HIGHLIGHTS

- Experience developing actionable marketing plans with **\$1M+ budgets.**
- Rebranding community nonprofits and government agencies, resulting in **new and compelling brand messaging, logo, tagline, and all marketing deliverables.**
- Results-driven social media management and implementation, **grew client's social platforms by a combined 271%.**
- Experience launching and managing new client websites, with one client seeing a **30% increase in website traffic.**
- Develop and manage eBlast programs generating **30% open rates and 7% click-through-rates** for clients.
- Produce unique in-person audience immersive events regularly achieving record-setting fundraising. A recent client **event broke \$130K, a historical achievement.**
- During COVID, quickly flexed into offering virtual event productions. **Produced 21 virtual events within one year, reaching thousands of attendees and helping to raise hundreds of thousands of dollars.**
- Track record of effective story pitching, writing compelling press releases, and creating robust media partnerships resulting in a **publicity lift for two nonprofits with an advertising value equivalent of \$60K+ each.**

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"We truly value all that the CoverlyPro team brings to our organization from branding, advertising, creative marketing, website management and design, social media expertise, event coordination, and creative fundraising. CoverlyPro is part of the Housing Trust Fund Ventura County family and their expertise is making a significant contribution to our growth."

– Linda Braunschweiger  
Housing Trust Fund Ventura County

## CORPORATE DATA

**Company Name:** Coverly Professional Services, Inc.  
**Contact Name:** Lynnette Coverly, President & CEO  
**Contact Email:** Lynnette@CoverlyPro.com  
**Physical Address:** 1124 Colina Vista, Ventura, CA 93003  
**Mailing Address:** PO Box 6712, Ventura, CA 93006  
**Phone:** 805.642.1301 | **Fax:** 805.642.1477  
**Staff:** Seven employees  
**Social Presence:** @CoverlyPro

**Years in Business:** 13 years (Opened: July 1, 2010)  
**S Corp:** August 1, 2018  
**WBENC National Certification Number:** WBE2101119  
**WOSB Certification Number:** WOSB211033  
**NAICS:** 541613, 541430, 541810, 541820, 541830  
**UNSPSC:** 80141602, 80170000, 80171603, 82111704, 82140000  
**D-U-N-S number:** 081569178  
**Registered Fundraising Counsel:** #FP0004391