



HEAD LION LLC

Woman-Owned, Minority-Owned Branding & Marketing Agency Virginia-Based | Human-Led, AI-Smart Storytelling

Head Lion is a Virginia-based small business delivering branding, marketing, and communication services for government and mission-driven organizations. We combine award-winning creative direction with data-driven strategy, SEO/AEO expertise, and accessibility-ready design to deliver clear, citizen-centered communication for government agencies. Our leadership holds a DOJ Public Trust Security Clearance, enabling secure, compliant support for government programs.

CORE CAPABILITIES

Branding & Creative Communications

- Brand development, design and visual identity for programs, initiatives, and public campaigns
- Messaging, copywriting, and plain-language translation of complex topics
- 508-aware and accessibility-conscious design for reports, PDFs, web pages, and public-facing collateral
- Campaign concepts, taglines, and behavior-change communication

Digital, Web, SEO & AEO

- Website & landing page design (WordPress) with clear information architecture
- SEO and AI Search Optimization (AEO) to improve discoverability and relevance
- Analytics dashboards for engagement, traffic, and campaign performance
- Content optimization for search, AI overviews, and digital assistants

Internal Communications & Change Management

- Organizational change campaigns (Prosci-aligned)
- Internal communication plans for policy rollouts, training, and culture change
- Executive talking points, speechwriting, town hall materials, and FAQs
- Training decks, job aids, video explainers, and employee engagement content

Social Media, Video & Content

- Social media strategy, content calendars, and asset production
- Short-form video, podcast content, and motion graphics
- Storytelling for programs, initiatives, and public information campaigns
- Creative direction for photography, video, and multimedia storytelling

DIFFERENTIATORS

SWaM certification is pending. Head Lion meets the requirements for Woman-Owned and Minority-Owned small business categories in Virginia.

Owned and led by Chanel Christy, a Virginia-based designer recognized by GDUSA as one of the “Top 100 Design Students to Watch – 2025.”



SWaM certification is pending, and Head Lion meets woman-owned and minority-owned requirements.

Senior Creative Direction With Government Experience

Creative Director Neil Christy is an award-winning creative director with 20 plus years of experience across Ogilvy, DDB, and global brands. He has led major communication initiatives at the World Bank Group, Freddie Mac, and contributed to federal programs including DOJ cybersecurity.

Global Brand Craft, Local Government Focus

Combined leadership experience includes work with Citibank, Pepsi, Unilever, Nokia, Disney, DHL, and others across 10 plus countries — bringing cultural sensitivity and global storytelling discipline to government communication.

Human-Led, AI-Smart

AI and analytics support our work — not replace judgment. Content stays human, accessible, and aligned to SEO, AEO, and performance standards.

Accessibility & Plain Language Mindset

508-aware design, clear hierarchy, and plain-language writing ensure content is understandable, inclusive, and ready for compliance review.

TEAM & LEADERSHIP

Chanel Christy

Founder & Managing Member

- BFA, Graphic Design (George Mason University)
- GDUSA “Top 100 Design Students to Watch – 2025”
- Leads visual identity, layout, and accessibility-aware design

Neil Christy

Award-winning Creative Director

- 20 plus years in branding, advertising, and strategic communications
 - Former creative lead at Ogilvy & DDB
 - Led internal communication and change campaigns at World Bank Group & Freddie Mac
 - Experience supporting DOJ cybersecurity and federal “better meetings” programs
 - Adjunct faculty (Communication), Northern Virginia Community College (NOVA)
- Our bench includes vetted designers, writers, developers, and subject-matter experts for larger government programs.

PAST PERFORMANCE (Combined Leadership Experience)

Our leadership team has executed federal-level communication programs, enterprise change initiatives, and global campaigns across finance, development, telecom, and consumer industries.



- Delivered a cybersecurity compliance campaign supporting the U.S. Department of Justice, reaching near-100% completion ahead of deadline
- Led internal communication, change management, and creative direction at the World Bank Group and Freddie Mac
- Built global advertising campaigns for Citibank, Pepsi, Unilever, DHL, Nokia, Disney, and other major brands

Collectively, this experience translates directly into reliable, government-ready communication delivery.

COMPANY DATA

Legal Name: Head Lion Group LLC

Type: LLC

Ownership: Woman-Owned, Minority-Owned, Virginia Small Business

SWaM Status: Certification pending (application submitted)

Location: Lorton, Virginia

Website: <https://www.headliongroup.com>

Primary NAICS Codes:

- 541810 — Advertising Agencies
- 541613 — Marketing Consulting Services
- 541430 — Graphic Design Services
- 541820 — Public Relations Agencies
- 541511 — Web Design / Custom Web Services

Additional NAICS codes can be added based on project scope.

eVA Vendor: Registered

SAM.gov / UEI: In progress

CONTACT

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Primary Contacts:

- **Chanel Christy – Founder & Managing Member** (chanel@headliongroup.com)
- **Neil Christy – Creative Director** (neil@headliongroup.com)
- **Paul Michael – Business Director** (paul@headliongroup.com)