



# HEAD LION GROUP LLC

*Natural Intelligence in an Artificial Jungle.*

SWaM-Certified Small Business | SBSB #842663 | Woman-Owned | Minority-Owned

## Subcontracting & Teaming Capability Sheet

### Firm Overview

Head Lion Group LLC is a Virginia-based creative and communications firm specializing in brand strategy, campaign development, video production, graphic design, copywriting, digital marketing, and behavior-change communications. Led by a Creative Director with 20+ years of experience at Ogilvy, DDB, the U.S. Department of Justice, the World Bank Group, and Freddie Mac. Currently serving Virginia higher education and state agency clients.

<p><b>Business Details</b></p> <p><b>Legal Name:</b> Head Lion Group LLC</p> <p><b>SBSB #:</b> 842663</p> <p><b>EIN:</b> 41-2784894</p> <p><b>UEI:</b> T9HPA2UZFY9</p> <p><b>CAGE:</b> 18Z26</p> <p><b>Registrations:</b> eVA, SAM.gov</p> <p><b>Location:</b> Lorton, Virginia</p> <p><b>Certifications:</b> Small, Woman-Owned, Minority-Owned (Asian American)</p> <p><b>NIGP Codes</b></p> <p>91522 Communications Marketing</p> <p>91582 Video Production</p> <p>90735 Designing Services</p> <p>91800 Consulting Services</p> <p>91500 Communications &amp; Media</p> <p>91876 Marketing Consulting</p> <p>20850 Graphics &amp; Presentations</p>	<p><b>Subcontracting Capabilities</b></p> <ul style="list-style-type: none"><li>• Brand strategy and campaign concepting</li><li>• Creative direction and art direction</li><li>• Graphic design and visual identity systems</li><li>• Video production, direction, and post-production</li><li>• Motion graphics and animation</li><li>• Copywriting, proofreading, and editorial</li><li>• Digital marketing and social media strategy</li><li>• Behavior-change communications (Prosci/ADKAR)</li><li>• Multilingual content (Spanish + South Asian)</li><li>• Cross-cultural outreach and engagement</li><li>• Marketing analytics and performance reporting</li><li>• Staff augmentation (creative, editorial, digital)</li></ul> <p><b>Sectors Served</b></p> <p>Virginia state agencies and higher education Federal civilian agencies (DOJ, Freddie Mac) International institutions (World Bank Group) Global brands (DHL, Citibank, Pepsi, Unilever)</p>
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### Leadership Heritage

Neil Christy, Creative Director: Former Creative Director at Ogilvy and DDB. Senior communications roles



at U.S. Department of Justice, World Bank Group, and Freddie Mac. 10 years adjunct faculty teaching marketing in Virginia higher education (currently at NOVA). George Mason University alumnus. Campaigns for Citibank, DHL, Pepsi, Nokia, Unilever, Emirates, Disney.

### Selected Results

Engagement	Outcome
Calgary Commercial (Brand + Digital Build)	<b>Page 1 SEO in 6 months, 42% inbound growth</b>
DHL "Missing Ease" (International Campaign)	<b>37% above quarterly projections, Efficacy Award</b>
Ciena Healthcare (Recruitment Campaign)	<b>27% increase in qualified applications</b>
Federal/Institutional (DOJ, World Bank)	<b>89-100% adoption, 67% incident reduction</b>
Calma Sutra (CPG Brand Launch)	<b>#1 Kickstarter Food project worldwide</b>

### Why Team with Head Lion

- Your SWaM subcontracting goals get met with a certified Small, Woman-Owned, Minority-Owned partner
- You get senior creative leadership (20+ years, Ogilvy/DDB pedigree) without hiring a large agency
- Multilingual capability (Spanish + South Asian languages) strengthens cultural competency on any proposal
- Flexible engagement: project-based, task order, or staff augmentation
- We work under your prime, on your timeline, within your SOW structure

### Neil Christy, Creative Director

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*Available for subcontracting on Virginia state, higher education, and federal contracts.*