RH Media & Consulting

WOMAN-OWNED · HUBZONE CERTIFIED
HISPANIC-OWNED SMALL BUSINESS

CAPABILITY STATEMENT

SBA U.S. Small Business Administration — WOSB CERTIFIED

SBA U.S. Small Business Administration — HUBZONE CERTIFIED



COMPANY OVERVIEW

With over 25 years of experience in the communications and education industries, we deliver innovative solutions that empower organizations to thrive in today's rapidly evolving landscape. Our expertise spans multimedia content production, digital marketing, social media, corporate communication, web development, curriculum design and development, and project management.

We provide workshops and consulting services tailored to the needs of both non-profit and for-profit organizations, helping them enhance their communications and optimize their human resources. Our strategic planning strengthens internal communication structures—including human resources, technological infrastructure, communication platforms, and equipment—so organizations maximize their brand positioning, stakeholder engagement, and integration into the public discourse.

CORE COMPETENCIES

- Digital Marketing
- Content Production
- Communications Strategy
- Web Development
- Photo & Video Production
- Graphic Design
- Event Production
- Media Tours & Campaigns
- Curriculum Design
- Workshops & Training
- Development of Alliances
- Bilingual Services (EN/ES)

NAICS CODES

PRIMARY

541613	**Marketing Consulting Services**

OTHER RELEVANT CODES

512110	Motion Picture and Video Production
516210	Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers
519290	Web Search Portals and All Other Information Services
541430	Graphic Design Services
541511	Custom Computer Programming Services
541618	Other Management Consulting Services
541690	Other Scientific and Technical Consulting Services
541810	Advertising Agencies
541840	Media Representatives
541860	Direct Mail Advertising
541870	Advertising Material Distribution Services
541890	Other Services Related to Advertising
541921	Photography Studios, Portrait
541990	All Other Professional, Scientific, and Technical Services
611430	Professional and Management Development Training
611699	All Other Miscellaneous Schools and Instruction

PSC CODES

R426 · R701 · DA01 · T001 · T006 · T010 · T015 · T016 · U001 · U004 · U008 · U009

UEI: JCJ3MB6XDDS8 · **CAGE:** 9DDY3

SAM: Active — All Awards (exp. Oct 5, 2027)

Formed: June 10, 2019 · **Structure:** LLC

Designations: SBA-certified WOSB & HUBZone; Minority-Owned; Hispanic American-Owned; Small Disadvantaged Business (self-certified)

Accepts: Credit cards / Government purchase cards

DIFFERENTIATORS

- **Expert Team:** Our seasoned professionals bring over 25 years of expertise across marketing, communications, and technology, delivering strategic guidance and flawless execution tailored to our clients' evolving needs.
- **Agile & Adaptive:** We embrace flexibility, stay ahead of market trends and respond swiftly to client needs. Customized solutions and real-time optimizations maximize campaign performance and engagement.
- **Integrated Strategy for Maximum Impact:** We craft seamless communication strategies that fuse digital marketing, content creation, social media management, web development and public relations, ensuring brand consistency and visibility across platforms.
- **Multi-Industry Expertise & Problem Solving:** With a proven track record across diverse sectors, we provide holistic solutions to complex challenges and refine strategies to ensure measurable success.
- **Culturally competent and bilingual** (English/Spanish) services tailored for Hispanic markets.

PAST PERFORMANCE

- **Strategic Digital Marketing:** Designed and executed digital campaigns for local non-profits and educational institutions, driving engagement and outreach effectiveness.
- **Strategic Communications for Nonprofits:** Provided advisory services and designed materials for internal and external audiences, along with campaigns and media tours to promote initiatives and inform the public. Produced value-driven stories to position brands and developed strategic partnerships.
- **Branding & Content Strategy:** Provided consulting on branding and content strategies for small businesses in Puerto Rico, strengthening their market presence and customer engagement.
- **Leadership & Professional Development:** Facilitated workshops and leadership training programs for community organizations, empowering teams with essential communication and management skills.

Ruth E. Hernández Ríos
Founder and President
787-371-0163

rhernandez@rhmediacon.com
www.rhmediacon.com
Social media: @rhmediacon

Bo. Monacillos, Marginal de la Carretera Estatal 177
(Avenida Lomas Verdes), Antiguo Colegio El Pilar
San Juan, Puerto Rico 00919