

# Statement of Qualifications

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INDEEZA CREATIVE



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# ABOUT US

## About Indeeza Creative

INDEEZA Creative was founded on the ideals of transparent, authentic, purposeful, and adaptive marketing and business support. Where we excel is in delivering professional, custom marketing and branding solutions to keep your organization advancing.

With 15 years of experience in strategic marketing and branding, Indeeza Creative partners with clients to help them achieve results, develop relationships, and reach their communities. By helping companies relay their mission and values to clients through innovative and visual ways, we've been successful storytellers and supporters of our clients.

### Mission | Vision

At Indeeza Creative we help businesses grow with strategy and design. We partner with organizations to transform missions into powerful marketing strategies that win contracts, build connections, and strengthen community impact.

### Core Competencies

- **Brand Strategy & Development** – Crafting clear, authentic brand identities that align with mission and values.
- **AEC Proposal & Bid Support** – Delivering compliant, compelling proposals that increase win rates for architecture, engineering, and construction (AEC) firms and their subcontractors.
- **Marketing & Communications** – Building integrated campaigns that strengthen organizational goals.
- **Creative Design & Visual Storytelling** – Transforming complex ideas into compelling, results-driven narratives.
- **Community Engagement** – Outreach to communities through various media strategies.
- **Photography & Videography** – Capturing imagery to engage community interest through powerful visuals.

### Firm Information

#### Indeeza Creative

Email: [info@indeeza.com](mailto:info@indeeza.com)

Tel: (206) 900-3982

Address: 210 Wilkes St. Steilacoom, WA 98388

#### Point of Contact

Jenny Khalema

Title: Co-Founder & CMO

Email: [jennykhalema@indeeza.com](mailto:jennykhalema@indeeza.com)

Tel: (206) 900-3982

### Certifications

- Women-owned
- Minority-owned
- PWSBE
- CBE (OMWBE) #C3M0029427

### Certifications

- UBI# 604467798

### Differentiators

- **Proven Experience** – Over 15 years in branding, marketing, and proposal development across diverse industries.
- **AEC Expertise** – Deep understanding of proposal requirements, RFP processes, and competitive positioning in the AEC industry.
- **Purpose-Driven Approach** – Transparent, authentic, and adaptive strategies rooted in community growth.
- **Results-Oriented** – Focused on strategies that deliver measurable outcomes, not just visuals.





# SERVICES

## Services

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### Marketing Strategy

Targeted marketing strategies that ensure every campaign drives measurable results and long-term growth.

### Branding & Document Layout

Cohesive brand identities through logo design and visual systems to capture your values and set you apart in the market.

### Website Design & Development

Design and build responsive, user-friendly websites that combine functionality with aesthetics.

### SEO (Search Engine Optimization)

Optimize website and content to improve visibility on search engines for targeted traffic.

### Photography & Videography

Provide professional photography that showcases products, projects, or teams with brand consistency.

### Social Media Management

Manage social media with tailored content, engagement strategies, and analytics to grow audiences and strengthen brand loyalty.

### Proposal & Bid Support

Collaborate with AEC firms and subcontractors to develop comprehensive responses for their RFP/ Bid submittals.

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## NAICS Codes:

- **NAICS** 541613 Marketing Consulting Services
- **NAICS** 541430 Art services, commercial
- **NAICS** 541430 Art services, graphic
- **NAICS** 541430 Commercial illustration
- **NAICS** 541430 Communication design, visual
- **NAICS** 541430 Corporate identification (i.e., logo)
- **NAICS** 541430 Graphic art and related design
- **NAICS** 541430 Graphic artists, independent
- **NAICS** 541430 Graphic design services
- **NAICS** 541611 Business management consulting
- **NAICS** 541611 Business start-up consulting
- **NAICS** 541611 Strategic planning consulting
- **NAICS** 541890 Advertising specialty (e.g., keychain, magnet, pen) distribution services
- **NAICS** 541890 Demonstration, merchandise
- **NAICS** 541890 Display lettering services
- **NAICS** 541890 Welcoming services (advertising)



# CLIENTS



## PUBLIC AGENCIES

Pierce County Economic Development



## ORGANIZATIONS

Tabor 100



Tacoma-Pierce Chamber of Commerce



## NON PROFIT

The BARKA Foundation



Jack & Jill of America



## ARCHITECTURE/ENGINEERING/CONSTRUCTION

Spee West Construction



Ethos Civil



Graham Engineering



Caron Architecture (now AXIS)



Wenaha Group



James Guerrero Architects



ALLIANCE Construction Management





TEAM

Organizational  
Chart



LEADERSHIP

**Jenny Khalema**  
Project Manager  
\*Point of Contact

**Mosa Khalema**  
Quality Assurance/Quality  
Control & Business Consultant

CREATIVE TEAM

**Alexa Tillie Walker**  
Marketing Coordinator

**Merriah Kubista**  
Graphic Designer

**Jehlil Ruffner**  
Marketing Assistant





## Jenny Khalema

Co-Founder | Principal-In-Charge

Experienced marketing consultant with 15 years' experience in proposal development, marketing management, branding, website design & development, graphic design, and writing/editing content for marketing materials. Focused on creating and implementing marketing strategies for organizations to reach their outreach and communications goals.

### Project Experience

#### Pierce County Business Accelerator, Pierce County

##### Principal-In-Charge

Created a website and website directory for Pierce County and Tacoma-Pierce County Chamber to highlight the 570+ businesses that completed the Pierce County Business Accelerator Program (PCBA). This project was completed with mindful collaboration with the PCBA team, ensuring all feedback was incorporated into the final design. **This website directory project allows Pierce County residents and tourists to discover small businesses in the area and support the local economy, driving economic development in Pierce County.**

#### SpeeWest Construction, Edmonds, WA

##### Principal-In-Charge

Custom winning proposal coordination for K-12 school general construction contracts. Website development with integrated SEO for search engine optimization, curated UX pathways, and project display. Curated social media content creation and platform management. Design of promotional materials such as outreach brochures and job site signage.

#### Tabor 100, Tukwilla, WA

##### Marketing Consultant

Provided one-on-one support for multiple small, women and minority owned businesses. This included curated website development, strategic guided social media management, and development of tailored digital assets. Individualized training sessions were conducted to ensure long term success for each client. Work included capability statement creation, RFP responses, and business development planning for our clients.

#### Graham Engineering, Bozeman, MT

##### Principal-In-Charge

Design and development of a responsive website that clearly communicated their services and technical expertise. Enhanced and streamlined a user-friendly interface that allowed both partners and clients to navigate and access relevant information. Delivered SEO integration to increase visibility and position Graham Engineering more competitively in the digital space.

#### Ethos Civil, Tacoma, WA

##### Principal-In-Charge

Design and development of a modern and intuitive website that showcased their commitment to service and engineering excellence; ensuring their digital experience matched their professional standards. Implementation of SEO integration significantly improved their search engine ranking, increasing inbound website traffic. This web design prioritized palatable UX for clients and partners alike.

### Education

- University of Montana | Missoula, MT  
(BS) Business Administration - Marketing



## Mosa Kahlema

Co-Founder | QA/QC & Business Consultant

Mosa champions business goals for agencies by ensuring Indeeza's QA/QC processes are comprehensive and effective. With five years as the company's co-founder, Mosa drives growth for clients. Mosa's prior work with Stacy & Witbeck on Sound Transit's L200 project in Lynnwood, involved remaining consistent and compliant with all rail work. His coordination with the electrical subcontractors was integral to that segment of the light rail system.

### Project Experience

#### Pierce County Business Accelerator, Pierce County

##### QA/QC & Business Consultant

Created a website and website directory for Pierce County and Tacoma-Pierce County Chamber to highlight the 570+ businesses that completed the Pierce County Business Accelerator Program (PCBA). This project was completed with mindful collaboration with the PCBA team, ensuring all feedback was incorporated into the final design. **This website directory project allows Pierce County residents and tourists to discover small businesses in the area and support the local economy, driving economic development in Pierce County.**

#### SpeeWest Construction, Edmonds, WA

##### QA/QC & Business Consultant

Custom winning proposal coordination for K-12 school general construction contracts. Website development with integrated SEO for search engine optimization, curated UX pathways, and project display. Curated social media content creation and platform management. Design of promotional materials such as outreach brochures and job site signage.

#### Tabor 100, Tukwilla, WA

##### QA/QC & Business Consultant

Provided one-on-one support for multiple small, women and minority owned businesses. This included curated website development, strategic guided social media management, and development of tailored digital assets. Individualized training sessions were conducted to ensure long term success for each client. Work included capability statement creation, RFP responses, and business development planning for our clients.

#### Stacy & Witbeck/Kiewit/Hoffman Joint Venture - Sound Transit L200 Project

##### QA/QC & Systems Engineer

Planned and coordinated the systems ductbank. This scope included the signal and track electrification for the L200 light rail link in Lynnwood, WA.

##### Technical Support & Design Services

- Shop Drawing Development
- Technical Review Services
- Code Compliance Consulting

##### Project Documentation & Submittal Support

- Submittal Package Preparation
- Construction Work Plan Writing
- Monthly Progress Reporting

##### Procurement & Estimating Assistance

- Quantity Takeoff Services
- Bid Preparation Support
- Material Procurement Planning

##### Project Coordination & Communication

- Subcontractor scope management
- Schedule Integration

##### Quality Control & Compliance

- Installation Quality Assurance
- Inspection Preparation

### Education

- Construction Management Certificate, UW, Seattle, WA
- Advanced Certificate in Nature Conservation Management, South African Wildlife College, South Africa
- National Diploma in Travel & Tourism, Institute of Computer Education, South Africa





## Alexa T. Walker

A/E/C Marketing Coordinator

Alexa is a bilingual passionate visual creative who has expanded her horizons while attending the Academy of Art University for architectural design. She has greatly grown her skills in photography and technological & media softwares. As an established photographer and marketing coordinator for Indeeza, Alexa uses marketing tools to create compelling visuals for clients, and manages social media content calendars. Her drive confirms her ability to successfully take the clients brand, using SEO tools, and emphasizing their best traits to attract their specific audience. Alexa has 5+ years of experience as a Creative Director and photographer which built her understanding on how to coordinate and execute a variety of options for photo shoots. Her work encompasses dynamic visuals and a sincere way of communication between clients and their audience.

### Project Experience

#### Pierce County Business Accelerator, Pierce County

##### Marketing Coordinator

Created a website and website directory for Pierce County and Tacoma-Pierce County Chamber to highlight the 570+ businesses that completed the Pierce County Business Accelerator Program (PCBA). This project was completed with mindful collaboration with the PCBA team, ensuring all feedback was incorporated into the final design. **This website directory project allows Pierce County residents and tourists to discover small businesses in the area and support the local economy, driving economic development in Pierce County.**

#### SpeeWest Construction, Edmonds, WA

##### Marketing Coordinator

Design of promotional materials such as outreach brochures and signage. These marketing materials are used in outreach efforts to women and minority owned subcontractors to partner with prime general contractors.

#### Saunders Consulting RFP Response

##### Marketing Coordinator

Coordinated an proposal response for this client by creating a schedule, writing, editing, and designing the response to adhere to the guidelines of the RFP.

### Education

BA, Architectural Design,  
Academy of Art University,  
San Francisco, CA



## Merriah J. Kubista

Marketing Assistant & Graphic Designer

With an exceptional background in marketing strategy, graphic design, and outreach and a dedication to growing her expertise. Merriah has six years of experience and has devoted her time to improving efficiency in managing multiple marketing initiatives, managing websites and social media channels.

### Project Experience

#### Pierce County Business Accelerator, Pierce County

##### Graphic and Website Design

Created a website and website directory for Pierce County and Tacoma-Pierce County Chamber to highlight the 570+ businesses that completed the Pierce County Business Accelerator Program (PCBA). This project was completed with mindful collaboration with the PCBA team, ensuring all feedback was incorporated into the final design. **This website directory project allows Pierce County residents and tourists to discover small businesses in the area and support the local economy, driving economic development in Pierce County.**

#### SpeeWest Construction, Edmonds, WA

##### Graphic Design

Design of promotional materials such as outreach brochures and signage. These marketing materials are used in outreach efforts to women and minority owned subcontractors to partner with prime general contractors.

#### Jack and Jill of America - Tacoma Chapter

##### Logo Design & Signage

##### Graphic Design

Logo creation based on the overarching organization's goals of building communities for families. This project encompassed elements of the Pacific Northwest and adhered to the branding guidelines of the Jack and Jill brand. Careful project planning was implemented to keep this project on schedule.

### Education

BA, Business Administration, Concentration: Marketing, University of Washington Tacoma, WA

### Certifications

- HubSpot Academy- Content Marketing (2024)
- Hootsuite Academy- Social Media Marketing (2024)





## Jehlil Ruffner

Marketing Assistant

With strengths in research and writing, Jehlil creates capability statements for clients, investigates opportunities for subcontractors to partner with prime general contractors, and uses his communication skills for outreach in communities.

### Project Experience

**Pierce County Business Accelerator, Pierce County (April 2025 - June 2025, 2-month Contract)**

#### Marketing Assistant

Creation of a website and website directory for Pierce County and Tacoma-Pierce County Chamber to highlight the 570+ businesses that completed the Pierce County Business Accelerator Program (PCBA). This project was completed with mindful collaboration with the PCBA team, ensuring all feedback was incorporated into the final design. **This website directory project allows Pierce County residents and tourists to discover small businesses in the area and support the local economy, driving economic development in Pierce County.**

**Capabilities Statements - Various Subcontractors/Subconsultants**

#### Marketing Assistant

Compiled information to create capabilities statements for subcontractors and subconsultants. Researched verbiage and the correct contracting information to include in each document. Coordinated with Indeeza senior staff and client to finalize a cohesive document to be used for business development purposes.

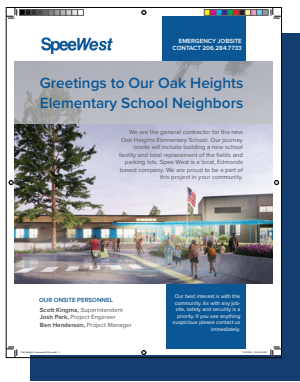
### Education

BA, Creative Writing, University of Washington Tacoma, WA

AA, Writing Studies, Pierce Community College, Tacoma, WA

### Activities

- Black Student Union



## SpeeWest

### Spee West Construction

Client: Spee West Construction

Location: Seattle, WA

Timeline: 2022 – Present (Ongoing)

Role: Marketing Consultant

### Proposed Team Involved in Project

- Jenny Khalema - Project Manager
- Mosa Khalema - QA/QC
- Alexa Tillie Walker - Marketing Coordinator
- Merriah Kubista - Graphic Designer

### Project Overview

Spee West Construction is a Pacific Northwest general contractor specializing in K-12 school construction projects. Indeeza Creative provides ongoing marketing and business development support to strengthen their proposals, digital presence, and client engagement.

### Responsibilities

- Proposal Development & Coordination – Delivered customized, compliant proposals for K-12 general construction contracts; supported interview preparation and presentation materials.
- Website Development & SEO Integration – Modernized and restructured the company's website with improved user experience (UX), intuitive project navigation, and integrated SEO for stronger search visibility.
- Social Media Management – Curated and scheduled content to showcase company projects, industry expertise, and community engagement.
- Marketing Materials & Outreach – Designed brochures, flyers, job site signage, and other branded collateral to strengthen community presence and client communication.

### Key Outcomes

- Supported successful pursuit of K-12 school construction projects through strategic proposal design and coordination.
- Increased online visibility and client engagement with a streamlined, SEO-optimized website.
- Strengthened brand consistency across digital platforms and physical outreach materials.
- Enhanced community recognition with targeted, professional promotional design.

### PIERCE COUNTY BUSINESS *accelerator*



#### PIERCE COUNTY BUSINESS ACCELERATOR (PCBA.BIZ)

**Client:** Pierce County Business Accelerator

**Location:** Pierce County, WA

**Timeline:** 2025 (8-week turnaround)

**Role:** Website Redesign & Digital Infrastructure Partner

##### Proposed Team Involved in Project

- Jenny Khalema - Project Manager
- Mosa Khalema - QA/QC
- Alexa Tillie Walker - Marketing Coordinator
- Merriah Kubista - Graphic & Web Design
- Jehlil Ruffner - Marketing Assistant

##### Project Overview

Indeeza Creative partnered with the Pierce County Business Accelerator to completely reimagine its digital presence. The project focused on building a user-friendly, community-centered website with integrated tools to connect the public to small businesses across Pierce County.

##### Responsibilities/Services

- Provided Website Redesign & Development
- Complete overhaul of site architecture for usability and modern design.
- Enhanced visual identity through logo redesign and color scheme refinement.
- Integrated SEO optimization for stronger search performance.

##### Business Directory & GIS Integration

- Built a dynamic, searchable business directory.
- Linked to GIS systems to create an interactive map that helps the community locate small businesses by category and location.

##### Creative Design & Content

- Produced graphics, web copy, and photography to highlight entrepreneurs.
- Ensured consistent, professional branding across the platform.

##### Key Outcomes

- Delivered a modernized, accessible website that strengthens PCBA's visibility and community engagement.
- Created an interactive business directory linking the public with dozens of local small businesses.
- Elevated PCBA's brand presence through refreshed design, logo, and color system.
- Completed the transformation within a 8-week accelerated timeline, meeting critical program milestones.





**TECHNICAL ASSISTANCE FOR**  
 Capabilities Statements  
 Website Design  
 Business Development Support  
 Technical Writing  
 Social Media Management  
 RFP/Bid Support

## Tabor 100

**Client:** Tabor 100

**Location:** Tukwila, WA

**Timeline:** Ongoing

**Role:** Marketing Consultant & Technical Assistance Provider

### Proposed Team Involved in Project

- Jenny Khalema - Project Manager & Marketing Consultant
- Mosa Khalema - QA/AC & Business Consulting

### Project Overview

Indeeza Creative partners with Tabor 100 to provide tailored marketing, branding, and business development support for small, women, and minority-owned businesses across Washington. Through one-on-one consulting, individualized training, and hands-on deliverables, we equip firms with the tools to compete, win contracts, and grow sustainably.

### Responsibilities/Services Provided Business Development Support

- One-on-one consulting for multiple small businesses.
- Capability statement creation, RFP responses, and bid preparation.
- Strategic planning for growth and client acquisition.

### Marketing & Branding

- Website design and development with curated UX pathways.
- Strategic social media management and content development.
- Tailored digital asset creation (logos, collateral, presentations).

### Training & Capacity-Building

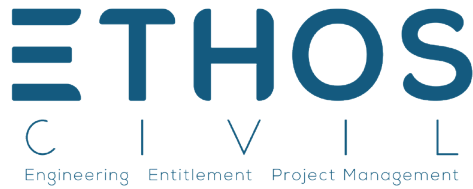
- Individualized coaching sessions to build client self-sufficiency.
- Guidance in proposal development and long-term marketing strategies.

### Key Outcomes

- Rizo's Construction – Rebrand, bidding/estimating support: Won Bank of America painting project.
- Cyber Capitol – RFP response for network infrastructure, plus marketing strategy.
- COLLRICH – RFP response, capability statement, marketing strategy, and business plan.

### Impact

- Strengthened the visibility and competitiveness of more than 10+ small, women, and minority-owned firms.
- Supported contract wins, including corporate projects and public-sector bids.
- Built long-term client capacity through personalized training and deliverable-based consulting.
- Advanced Tabor 100's mission of increasing economic opportunities for underrepresented businesses.



### Ethos Civil Engineering

**Client:** Ethos Civil Engineering

**Role:** Marketing Consultant

**Timeline:** February 2023 - June 2023

#### Proposed Team Involved in Project

- Jenny Khalema - Project Manager & Marketing Consultant

#### Scope of Work

Indeeza Creative collaborated with Ethos Civil Engineering to align their digital presence with their professional standards and commitment to engineering excellence.

#### Services Provided

##### Website Design & Development

- Built a modern, responsive website to highlight Ethos Civil's services and expertise.

##### User Experience (UX) Design

- Developed an intuitive, client-focused interface to ensure seamless navigation for both clients and partners.

##### SEO Integration

- Implemented targeted search engine optimization to boost visibility and attract qualified leads.

##### Content Alignment

- Crafted messaging and layouts that reflect Ethos Civil's professionalism and service-driven values.

#### Impact

- Elevated Ethos Civil's digital presence to match their reputation for excellence.
- Significantly improved search engine rankings, resulting in higher inbound website traffic.
- Enhanced user engagement and accessibility for stakeholders, clients, and partners.



## STACY & WITBECK (L200)

**Client:** Stacy & Witbeck, Inc.

**Location:** Shoreline, WA

**Timeline:** 2019 – 2022

**Role:** Field/Office Engineer (Lynnwood Link Extension Project)

**Project Type:** Light Rail Expansion – Sound Transit

### Proposed Team Involved in Project

- Mosa Khalema - Site Engineer/Office Engineer

### Project Overview

The Lynnwood Link Extension (L200) is a 4.8-mile light rail extension from Northgate Station to NW 200th, delivered for Sound Transit. As a Field/Office Engineer, responsibilities focused on planning, coordination, and oversight of the systems scope.

### Responsibilities/Services Provided

- Systems Scope Planning & Management – Oversaw ductbank, grounding, overhead contact systems (OCS), and corrosion control test boxes. Reviewed systems drawings, BIM models, and takeoffs, ensuring scope alignment and clash resolution.
- Subcontractor Management – Directed systems and electrical subcontractors, monitoring work quality, schedules, and compliance.

- Submittals and quality Control – Authored/reviewed RFIs, transmittals, product submittals, work plans, MPRs, invoicing, and planning documents.
- Stakeholder Communication & Integration – weekly coordination meetings with WSDOT, construction teams, and multiple disciplines to integrate electrical systems with structural and civil work.
- Safety Oversight – Conducted daily toolbox talks covering interdisciplinary coordination and daily work activities. Jobsite presentations on Construction Safety Week. Presentations on mental wellness, safety culture, risk identification, and worker empowerment to enhance comprehensive site safety standards
- Additional Roles – Subcontractor management for temporary power installations.

### Key Outcomes

- Successfully coordinated multi-disciplinary scopes, avoiding schedule conflicts.
- Streamlined safety practices, improving field accountability and recognition culture.
- Maintained compliance and efficiency through proactive scheduling and documentation.



