



CML Collective, LLC

INCLUSIVE COMMUNICATION + DESIGN

COMPANY OVERVIEW

CML Collective is an award-winning company that strengthens strategic communication, public engagement and outreach for brands that recognize inclusion as a business imperative.

Founded in 2013, CML Collective is a proven MBE, DBE and WBE business partner with demonstrated performance on public, private, local, national and international projects.

CML Collective executes with excellence across industries, sectors and geographies.

REPRESENTATIVE PERFORMANCE

The following includes a listing of select projects by key performance area, industry and scale.

Marketing - Brand creator and graphic designer for companies, organizations and communications campaigns including: Create Campaign, Inc., Voices on Vaccinations (Kansas Health Foundation), Wichita's Littlest Heroes, Increase the Reach (Community Engagement Institute, Wichita State University), NetWorked Partnership for Community Investment (Network Kansas), One Team, One Spirit (Spirit AeroSystems)

Strategic Communications - Messaging researcher, content writer, technical writer, policy writer and editor for wide-range of industries. Select projects include: 29th and Grove Remediation Project (Etched Communications representing Union Pacific), NetWorked Community Solutions Grant (Network Kansas), PROPEL Business Loan Fund (City of Wichita), Northwest Water Treatment Facility (Burns & McDonnell), Biological Nutrient Removal Project (CDM Smith), Pathways to a Healthy Kansas (Blue Cross and Blue Shield of Kansas), Department of Energy Grant (Wichita Public Schools)

Production and Fulfillment - Print production across digital and hardcopy platforms. Select projects include: Statewide: COVID-19 Vaccination and Communication Support (Kansas Department of Health and Environment), Exterior Signage: Founders' Grove (Create Campaign), VIP Holiday gift and card mailing (Cox Business), holiday card design, distribution and mailing (Holy Savior Catholic Academy), Billboards: Voices on Vaccinations (Kansas Health Foundation), Bulk shirts and merchandise (Hunter Health Clinic).

FEATURED CAPABILITIES

NAICS 541613 Marketing Consulting Services
Inclusive Marketing/Communication Services
Messaging · Vendor & Public Outreach & Engagement · Convening facilitation · Technical assistance

NAICS 541430 Graphic Design
Print · Digital · Apparel · Promotional · Website

NAICS 561410 Document Preparation
Technical editing · Transcription · Proofreading

NAICS 541611 Administrative Management and General Management Consulting Services
Start-up consulting · Strategic planning

DISTINCTIONS

"The efforts of CML Collective helped our company identify where we can build upon our culture, understanding that meaningful change begins by looking inward and discovering different ways of thinking Through our work with Christina and her team, we now have the tools and resources necessary to grow as individuals and as a company. We would highly recommend CML Collective." - **Aaron Bastian, President/CEO, Fidelity Bank**

- Certified DBE, Kansas Department of Commerce
- Certified WBE, Kansas Department of Commerce
- Certified MBE, Kansas Department of Commerce
- Certified EBE, City of Wichita
- Alumni, Tuck School of Business at Dartmouth, Growing a Successful Diverse Business



ABOUT CHRISTINA M. LONG

OWNER/PRINCIPAL CONSULTANT

- Graduate, Wichita State University, Cum Laude honors
- 20+-year communication industry professional; former journalist
- Proven inclusive entrepreneurship ecosystem-builder; founding President/CEO of Create Campaign, Inc., a business development nonprofit
- Award-winning business leader, published author and sought-after presenter
- Director, Wichita Regional Chamber of Commerce
- Advisor, Public Policy & Management Center, Wichita State University
- Wichita, Kansas native

SELECT CLIENTS



CORPORATE HEADQUARTERS: 2333 E. 21st St. N. Wichita, KS 67214

PHONE: 316-371-8145 | **EMAIL:** christina@cmlcollective.com

WEB: cmlcollective.com | **SOCIAL:** @cmlcollective