



prati kaufman

Capability Statement

Prati Kaufman Coaching LLC
Making Marketing Stress Free for
Small Business Owners

Unique Entity ID: **EYYPHJ48HLD7**

CAGE Code: **9MFB5**

EIN: **84-3627499**

NAICS Codes:

- **541613** – Marketing Consulting and Services
- **541910** - Research

SAM Registration: **Active**

Accepting Credit Cards: **Yes**

Business Size: **Small Business**

Certification: WBE Certification

DIGITAL MARKETING



COMPANY OVERVIEW

Prati Kaufman Coaching LLC is a Digital Marketing Agency headquartered in Connecticut in 2019. It is a leading global marketing agency providing Exceptional Marketing Consulting, Strategic Marketing Plans and Digital Marketing Services, Custom Tech Development and Mentoring to Small Business Owners, Govt. Agencies, Local Cities, Non-profits, and Entrepreneurial Centers. We serve businesses and organizations across the USA.

CORE COMPETENCIES

- Strategic Marketing Consulting and Planning
- Development of a Digital Asset Management System
- Workshops and Masterclasses
- Website Design and Development
- Mobile App Design and Development
- Social Media Management and Paid Marketing
- Email Marketing and Search Engine Optimization (SEO)
- Blog Writing and Content Creation

CONTACT PERSON

Pratigya Kalani-Kaufman , Owner/CEO
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DIFFERENTIATORS

- Founder has 25+ years of Global Marketing Experience
- Seasoned Team of Dedicated Experts
- Multi Vendor Relationships

DEMONSTRATED PERFORMANCE

The owner, Prati Kaufman has 25+ years of marketing experience gained by working in India, the UAE, and the USA. She is well versed in developing digital asset management systems, vendor management, collaborating and maintaining relationships with multiple cross-functional teams and business stakeholders, and negotiating successful outcomes.

2020-Present | History Chip:

Strategic Marketing Consulting, Custom Website Design and Development, Mobile App Development, Partnerships Management

2021-Present | Aluminate Life:

Strategic Marketing Consulting, Website Design, Development, and Maintenance, Social Media Management, Paid Marketing, Resource Management, SEO, Blog Writing.

2023- Present: NCCC Entrepreneurial Center:

Paid FB and Google Ad Campaigns for CT State Seminars, Email Marketing, Workshops on Building E-commerce Business.