



NUNA CONSULTING GROUP, LLC

2020 Capabilities Deck

HOW DO I SAY IT?

NUNA: (NEW-NA)

Founded in 2015, NUNA Consulting Group, LLC is a minority, woman-owned small business headquartered in Los Angeles, California specializing in public affairs driven by quantifiable communications strategy. NUNA is proud to create culturally appropriate solutions for our client base – the NUNA Family – who are comprised of state agencies, national and regional non-profit organizations, governments, and community-owned businesses.

NUNA specializes in serving Indigenous communities through public affairs and strategic communications and recruiting American Indian, Alaska Native, and Indigenous communicators as part of our growing team led by an all-female leadership team.



NUNA PHILOSOPHY

The Korean word for older sister, NUNA was a natural fit for the founding philosophy of NUNA Consulting Group, LLC. The philosophy where clients are more than clients – they are family – the NUNA Family. Ingrained in everything we do, we work together with you to find the best solutions for each Family Member and the communities you serve.

NUNA CORE CAPABILITIES



PUBLIC AFFAIRS & STRATEGIC COMMUNICATIONS

Communication Strategy Development, Implementation, and Measurement
Messaging Development
Media Relations / Media Pitching
Coalition Building



DIGITAL LISTENING, STRATEGY, & MARKETING

Messaging Research & Testing
Paid Media & Digital Marketing
Media Landscape Tracking
Metrics/Benchmarking
Digital Listening / Media Research



BRANDING & CREATIVE

Graphic Design
Data Visualization
Logo/Brand Development & Refresh
Website Development
Photography & Videography



VIRTUAL FORUMS & OUTREACH EVENTS

Virtual Forums/Focus Groups/Trainings
Outreach & Engagement Strategy
Social Media Strategy
Facebook/Instagram Live

EXPERTISE CATEGORIES

NUNA has the ability to take extremely difficult concepts and produce strategic campaigns that translate to a multitude of audiences.



PUBLIC AFFAIRS & POLICY



SCIENCE & RESEARCH



**GRASSROOTS COMMUNITY
ENGAGEMENT**



EDUCATION



MULTICULTURAL OUTREACH



COALITION BUILDING



PUBLIC HEALTH



YOUTH ENGAGEMENT



DIGITAL MEDIA ANALYSIS



ABOUT NUNA FOUNDER + CEO

Ricki McCarroll is the Founder + CEO at NUNA Consulting Group, LLC - a strategic communications agency specializing in public affairs driven by quantifiable communications strategy. Born and raised in the Los Angeles Beach Cities, she spent over 10 years in Washington, DC serving policy-based organizations at the national level.

Ricki comes from a diverse background both personally and professionally. Coming from fourth culture background, she spent most of her childhood with her Korean grandmother. Ricki studied Korean, Chinese, and Japanese language and culture under her grandmother's tutelage and went on to formally study during high school and university. During her childhood, Ricki also gained an extended family from the Navajo Nation, spending summers in the Four Corners learning about Navajo culture the traditional way – the watch and learn technique. Continuing her education, she studied Hawaiian language and culture through the traditional hula dance studio, Hula Halau `O Lilinoe.

She formerly served as the Director of Member Services & External Affairs and Chief of Staff at the Native American Contractors Association (NACA), Digital Account Executive at Spectrum Science Communications crafting traditional and digital communication strategy for local, national and global clients in consumer health, diabetes, oncology, women's health, children's health, neurology, health care systems, pharmacology and biotechnology, and Executive Assistant to the Executive Director at the National Indian Gaming Association (NIGA).

Ricki is alumnae of California State University, Chico where she holds a bachelor's degree in Journalism, and a minor in International Relations. She is also a sister of Alpha Pi Omega Sorority, Inc., the first Native American Greek organization, and is a member of the National Association of Professional Women's (NAPW) 2015 VIP Woman of the Year Class.

LEADERSHIP + OPERATIONS TEAM



RICKI MCCARROLL

Founder + CEO



ASHLEY FASSELL

Chief of Staff



TERRA BRANSON-THOMAS (CREEK)

Technical Advisor

PROJECTS + OUTREACH TEAM



HARPER ESTEY

Associate Consultant



**L. SKY VASQUEZ (BISHOP
PAIUTE)**

Executive Producer &
Project Manager



DEBRA LEKANOFF (TLINGIT)

Project Manager



**SHANA MOFARRAH (OHLONE
RUMSEN)**

Outreach Associate/Graphic
Designer



JARED KING (DINÉ)

Media Relations & Messaging



**DAVID SANBORN
(PENOBSCOT INDIAN NATION)**

Media Relations & Messaging



**JERI BRUNOE (WARM
SPRINGS)**

Youth Outreach & Training



DARYL LYNN JAY (GILA RIVER)

Social Media Strategist



CHRISTIAN GOMEZ (TLINGIT)

Fellow

CREATIVE TEAM



ROBERT LACKI

Art Director



**SHON QUANNIE
(HOPI/ACOMA)**

Creative & Branding



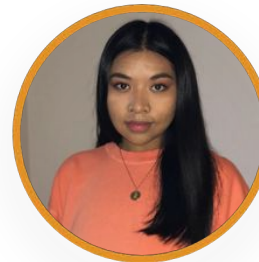
**SHANA MOFARRAH
(OHLONE RUMSEN)**

Outreach
Associate/Graphic
Designer



RICKY BENEDICT

Videography &
Photography



**KAILEY TONEY
(SALT RIVER)**

Independent Illustrator
& Graphic Artist

NUNA IN 2020

PRIORITIZING QUANTIFIABLE COMMUNICATIONS STRATEGY

In the age of Big Data and metrics crazed buzzword users, we all know that we need it, but no one ever really gets to the point about what it means and how do you use it – and how do you implement it during a pandemic and a time of social change?

There is a gap in the understanding, accessibility and transparency about platforms, systems, and consultants talking about the importance of the Big Data concepts. So NUNA set out to remedy the problem.

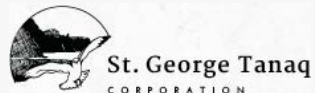
NUNA Founder + Principal Consultant Ricki McCarroll spent the last two years developing pilot projects across specific policy areas utilizing what she calls Quantifiable Communications Strategy to work smarter and not harder to impact public opinion about critical issues for underserved communities.

Turning stories into quantifiable data by employing communications industry leading digital listening software Brandwatch coupled with the NUNA data analysis process, the NUNA Team has established a way to measure the impact of messaging platforms and keywords in online media spanning from news publications, social media channels, blogs, and comments.

Through a proprietary methodology, NUNA has developed strategic plans with proven successful outcomes for key pilot projects shifting media narratives through public education campaigns based in data.

Starting in January 2020, the NUNA Quantifiable Communications Strategy has acted as a baseline for every NUNA Family Member as a standard practice with marked success.

THE NUNA FAMILY





QUESTIONS?

Contact Founder + CEO Ricki McCarroll

@ ricki@nunaconsultgroup.com

📞 310-365-5272

📷 @nunaverse