

Capabilities Statement

Contact

Sharon Jones-Scaife

Founder & CEO

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NAICS Codes

- 541430** Graphic Design Services
- 541511** Custom Computer Programming (Web Design)
- 541613** Marketing Consulting Services
- 541850** Display Advertising
- 541490** Other Specialized Design Services
- 323111** Commercial Printing

Company Data

- Minority- and woman-owned business
- Founded 2018; design practice serving clients since 1994
- Based in the Dallas-Fort Worth area
- Hundreds of business, nonprofit and faith-based clients served

Company Overview

Coffee Creek Media Group is a minority- and woman-owned creative media company that helps authors, businesses, schools, churches and nonprofits tell their story in print and online. We provide publishing guidance, brand and graphic design, publications, websites, printing and press release writing, all led by founder Sharon Jones-Scaife, who brings 35+ years of graphic design, illustration and writing experience.

Our guidance comes from doing the work: our founder has written and published 25+ books and educational products, with 60,000+ books and products sold through her children's brand, Lil' Marco and Friends.

Core Competencies

PUBLISHING & AUTHOR SERVICES

- Publishing strategy consultations
- Editing, proofreading, layout
- Cover design and illustration
- KDP, IngramSpark and ISBN guidance
- Book printing

WEBSITES & DIGITAL

- WordPress design and development
- Page and blog writing
- Search engine basics (SEO)
- Site management and care plans

BRAND & DESIGN

- Logo and brand identity
- Marketing and print materials
- Publications and annual reports
- Display and event graphics
- Illustration

CONTENT & PRINT

- Press release writing
- Copywriting and editing
- Digital and offset printing
- Print production management

Differentiators

- **One studio, start to finish:** writing, design, illustration, web and print.
- **Founder-led:** clients work directly with Sharon from first call to delivery.
- **Proven publishing experience:** advice from an award-winning author.
- **Community-rooted:** serving schools, churches, nonprofits and small businesses.

Past Performance

Youth Believing in Change

Annual report design (Year in Review)

Galaxy Ranch Private School

Logo and program brochure

St. Luke "Community" UMC

Logo and brand identity

Smiles of Distinction

Logo for a dental practice

Organizations served by our founder's work include SMU, the Dallas Mavericks, Dallas ISD and Garland ISD.

Recognition

Goldman Sachs 10,000 Small Businesses

Nasdaq Milestone Circle Cohort

Dallas Mavericks Business Assist

Women Entrepreneurs Leadership Forum

FC Dallas Homegrown Partner

Literary Christian Award, *I Miss You, Papa*