

CREATIVE, MEDIA & CONTENT

Integrated creative, editorial, design, media, and digital-content support for public information, outreach, education, and mission communications.

COMPANY OVERVIEW

The Power Point, LLC provides creative and content services that combine strategy, writing, editing, graphic design, photography, web publishing, media relations, and campaign execution. The principal has led public-facing communications across government, commercial, nonprofit, event, and international environments, including press events, newsletters, brand systems, websites, media outreach, executive presentations, and live demonstrations. Work can be delivered as stand-alone content production or integrated into broader program, marketing, and technical-support engagements.

CORE CAPABILITIES

- Technical, executive, web, newsletter, proposal, and public-information writing
- Graphic design, brand systems, print collateral, presentations, and visual asset production
- Photography, image optimization, web publishing, CMS management, and accessibility-aware content preparation
- Media relations, press-event support, influencer outreach, campaign planning, and message development
- Content calendars, SEO/SRO, analytics, social media, and cross-channel distribution support

DIFFERENTIATORS

- Former CMO and marketing director with experience directing staff, vendors, public relations, design, web, and campaign functions
- 50+ media placements and multiple regional TV appearances documented for LEX 18; extensive press-event and public-information experience
- Adobe Creative Cloud, WordPress, analytics, SEO, photography, presentation, and technical-writing capability in one small-business resource
- Inventory of specialized dot fund top level domains inventory at <https://thepowerpoint.us/Domain-Services.html>

REPRESENTATIVE EXPERIENCE / PAST PERFORMANCE

- State of California - Public Relations Liaison, California State Fair; organized press/media events, wrote newsletter and web copy, supported governor-level and military-related public events.
- LEX 18 - Co-Owner/Director of Marketing; created brand, website, PR, photography, digital campaigns, and experiential content; secured 50+ media placements.
- KingBio - CMO; directed public-facing communications, content, digital marketing, brand assets, product stories, social media, and campaign execution.

COMPANY DATA

Legal Name: The Power Point, LLC
Business Type: Small Business / Owner-Operated
Socioeconomic: SDVOSB
SAM.gov: [ACTIVE / 10/14/2026]
UEI: KFPBRL48TQ94
CAGE: 8ZG30
Location: Lake Lure, NC
Website: thepowerpoint.us

CODES

Primary NAICS: 541611
Additional NAICS: 541430 Graphic Design Services, 512110 Motion Picture and Video Production, 516210 Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers, 711510 Independent Artists, Writers, and Performers

SELECTED CREDENTIALS

- U.S. military veteran
- Federal + commercial experience
- English / Spanish
- Microsoft 365 / Google Workspace
- Adobe Creative Cloud
- AI, Web, DNS, CMS, SEO, analytics
- Social media channel management
- Research, writing, proposals

CONTACT

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FEDERAL BUYER FOCUS: Public affairs, outreach, education, recruiting, program-communications, digital-content, and creative-production requirements for federal agencies and prime contractors.