

MARKETING, COMMUNICATIONS & PUBLIC RELATIONS

Senior-level marketing, public relations, outreach, branding, digital, and stakeholder communications for mission visibility and measurable engagement.

COMPANY OVERVIEW

The Power Point, LLC delivers integrated marketing, communications, and public-relations support backed by executive marketing leadership and hands-on production capability. The principal has led global and regional campaigns, brand systems, public relations, digital marketing, SEO, media relations, event communications, stakeholder outreach, product launches, executive presentations, and web programs. Engagements can range from strategic planning and campaign architecture to content creation, design, analytics, media support, and day-to-day digital execution.

CORE CAPABILITIES

- Marketing and communications strategy, campaign planning, audience segmentation, and message development
- Public relations, media outreach, press-event support, executive communications, and stakeholder engagement
- Branding, graphic design, presentations, websites, content, photography, newsletters, and collateral
- SEO/SRO, analytics, paid media, social media, CRM, email, and digital-performance support
- Market research, product/program launches, partnership marketing, event promotion, and performance reporting

DIFFERENTIATORS

- Former CMO with documented 32% year-over-year revenue growth, 54% website-traffic growth, and 70% online-engagement growth in the resume
- Track record includes 200+ campaigns, 50+ media placements for LEX 18, and executive-level B2B sales development
- Combines strategy and execution across PR, digital, content, design, web, analytics, SEO, events, and executive presentations
- Inventory of specialized dot fund top-level domains at <https://thepowerpoint.us/Domain-Services.html>

REPRESENTATIVE EXPERIENCE / PAST PERFORMANCE

- KingBio - CMO; led global marketing, \$1.5M budget, 200+ campaigns, digital transformation, product launches, media, social, SEO, and international expansion.
- LEX 18 - Built brand, website, PR, digital campaigns, photography, event marketing, and media program; 50+ media placements documented.
- State of California / EventPro / Seven-Star - Public relations, B2B sales, national brand promotions, sponsorships, media outreach, and event communications.

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

CODES

Relevant NAICS: 541430, 541613, 541910, 541990
PSC / FSC: [VERIFY FOR SOLICITATION]

SELECTED CREDENTIALS

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

CONTACT

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FEDERAL BUYER FOCUS: Public affairs, recruiting, outreach, awareness campaigns, stakeholder communications, digital engagement, media relations, and marketing support for agencies and primes.