

## Overview

ArtForm Agency is a woman-owned (WOSB) digital transformation and AI enablement firm with 27+ years of experience supporting federal agencies, associations, and enterprise organizations.

ArtForm drives AI adoption, improves mission delivery, and increases operational efficiency through strategy, training, and implementation—focused on real-world outcomes, not experimentation.

## Core Competencies

### AI ENABLEMENT & WORKSHOPS

- AI Fundamentals, Prompt Engineering, Role-Based Training
- AI Use Case Development & Workflow Integration
- Secure AI Adoption in Government & Restricted Environments
- AI Governance, Policy, and Risk Mitigation
- Workforce Upskilling & Change Management

### MARKETING & ANALYTICS

- Paid Media (PPC, Social, Programmatic, Geo/IP Targeting)
- Marketing Automation & CRM Workflows
- Content Development (Digital & Print)
- Event Promotion & Campaign Execution
- Performance Measurement & Reporting

### DIGITAL STRATEGY & TRANSFORMATION

- Strategic Communications & Outreach Planning
- Audience Research & Data Insights
- UX/CX Audits, Journey Mapping, Persona Development
- Website Design, Development, SEO Optimization
- Digital discoverability, public findability, AI visibility, and content experience

### Contracts

- **GSA/MAS (Applied)**
  - 541613 – Marketing Consulting Services
- **Primary NAICS**
  - 541613 | 541810 | 541820 | 541430
- **Teaming NAICS**
  - 541511 | 541512 | 541519

### SINS

- 541613 – Marketing Consulting
- 541611 – Management Consulting (AI adoption & change management)
- 54151S – IT Professional Services (Teaming)

## Contact

 Janet Waring, CEO

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## Past Performance

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- **Federal Civilian Agency (2021–Present)** - Marketing & Outreach Strategy | Communication Planning | Target Audience Research
- **U.S. Chamber of Commerce (2018–2020)** - National Event Promotion | Digital Advertising Campaigns
- **Smithsonian Institution (2018–2020)** - Brand Development | Marketing & Outreach Strategy | Communication Planning
- **Enterprise & Commercial Clients** - Support multiple large enterprise organizations, including Carahsoft, Maximus, NTT Data, and other billion-dollar firms, delivering digital strategy, marketing, and AI-enabled solutions



U.S. Chamber of Commerce

**maximus**



**National Programs**



Smithsonian

**minburn**  
Technology Group



MIAMI FEDERAL  
SERVING THE MIAMI TRIBE OF OKLAHOMA  
AND THE U.S. GOVERNMENT

**ISEA**  
FOUNDATION

## Why ArtForm

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### Proven Performance

27+ years delivering measurable results across federal and enterprise clients

### AI Adoption Focused

Workshops and solutions designed for practical use, not theory

### Efficiency Driven

Designed to enable agencies to "do more with less"

### Secure & Compliant

Experience in regulated environments with strong governance practices

### Workforce Enablement

Role-based training that accelerates adoption and reduces resistance

### Vendor-Neutral Approach

Aligned with federal priorities to avoid vendor lock-in

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## Key Outcomes & Impact

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- Improved UX and reduced user friction and increased conversions by redesigning application workflows from 11 steps to 1-click access.
- Improved completion rates and usability by simplifying multi-page forms into streamlined, user-friendly experiences.
- Enabled data-driven decision-making through advanced analytics, custom dashboards, and audience segmentation.
- Informed leadership priorities and resource allocation using deep audience intelligence and behavioral insights.
- Pioneered paid outreach strategies in a federal environment, introducing private-sector marketing approaches to government programs.
- Exceeded performance expectations in pilot campaigns, leading to expanded campaign investment and scale.
- Improved campaign effectiveness and optimization through A/B testing, engagement tracking, and continuous refinement.
- Delivered actionable insights that directly improved UX, content performance, and stakeholder engagement strategies.



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