

VSJ, Inc. (formerly V. Agency, Inc.) is a minority, woman-owned consulting firm with core competencies in communications, public relations, and crisis management. Our mission is to view each client as a partner and see each engagement as a unique opportunity to make a positive impact locally, regionally, and nationally.

Founded in 2007 and headquartered in National Harbor, MD, VSJ, Inc. has established a reputation of providing innovative solutions, unparalleled customer service, and understanding and anticipating the needs of our clients. Our team is committed to enhancing and protecting our client's brand and reputation. At VSJ, "Your Success Is Our Passion".

CORE COMPETENCIES:

COMMUNICATIONS

Communication Plan Development & Strategy | Message Development | Strategic Planning | Communication Tools & Tactics | Media Planning & Buying | Speech Writing | Copywriting | Collateral Development | Graphic Design | Executive Branding | Concept Strategy | Social Media Consulting & Management | Digital Advertising | Outdoor Advertising

PUBLIC RELATIONS

Reputation Management | Media Relations | Media & Spokesperson Training | Media Monitoring | Press Events | Community Outreach & Engagement | Issue Advocacy | Brand Development | Brand Strategy | Brand Positioning

CRISIS MANAGEMENT

Crisis Communication Strategy & Training | Media/Spokesperson Training | Communication Method & Strategies | Crisis Team Organization | Message Development | Monitoring | Post Crisis Reputation Recovery | Post Crisis Internal Communications | Post Crisis Stakeholder Communications

PARTIAL CLIENT LIST:



STRATEGIC ADVANTAGE:

- Diverse team of experts with over 40 years of combined experience
- Proactive and strategic approach to public relations
- Brand Strategists that are highly adaptive in today's digital economy
- Rapid response to craft compelling messages that resonate with audiences, especially in crisis situations
- Customized approach to address client needs and culture
- Extensive experience in communications with a proven track record of success

CLIENT TESTIMONIALS:

"If you need help messaging, VSJ should be on your short list to call. If you need help during challenging times like today - VSJ should be the only one on your list."

"Thank you for making us shine and delivering effective messaging."

"Along with helping us manage our own crises, VSJ has been a critical partner in executing timely, quality crisis communications to our clients during the COVID-19 pandemic."

"Your Success Is Our Passion"

CONTACT INFORMATION:

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