



**LLOYD MEDIA GROUP DBA**

**LLOYD MANAGEMENT  
CONSULTANTS**

**CAPABILITIES STATEMENT**

**PRIMARY NAICS CODE**

541611

**COMPANY  
CERTIFICATIONS**  
DUNS # 080074137

CAGE # 7S5D6

**MANAGEMENT TEAM**

**MULTI-MEDIA SERVICES**  
MIGUEL LLOYD

**TRAINING/OPERATIONS**  
CPT. TRACEY LLOYD

**PRODUCTION/OPERATIONS**  
TRACI DRUMMOND

**INFORMATION TECHNOLOGY**  
ANDY BAUMGARTNER

**NAICS CODES**

- 541611
- 812990
- 512120
- 541613
- 541910
- 561421
- 519130
- 515210
- 515111
- 511120
- 511140
- 512110
- 512191
- 512120
- 512131
- 512220
- 512230
- 519190

**PARTIAL CLIENT LIST**

- Walmart
- Essence Magazine
- iHeart Media
- Tegna Broadcasting
- Atlanta Black Chambers
- 100 Black Men of Jacksonville
- National Geographic Channel
- Smithsonian Museum
- TV One
- Albritton Communications
- Prince George's County (MD) Health Department
- George Davis Ministries
- Oak View Films
- Windsor Village United Methodist Church (TX)
- POMOCO Auto Group (VA)
- Norfolk State University

**ABOUT LLOYD MANAGEMENT CONSULTANTS**

Lloyd Management Consultants provides premium consulting & management services to our clients in the areas of multimedia (including video & audio production, traditional and social media management), training, administration & management.

Through our staff and network, we excel in creating high performance joint venture partnerships, that include diversity of gender, experience and talent. Our team and network includes team members who have served in our armed forces.

**ABOUT OUR CEO MIGUEL LLOYD**

Mr.Lloyd is the founder of Lloyd Management Consultants. Mr. Lloyd is a 20 year veteran in the business of multi media services, business development and marketing. His career has included stints with Clear Channel Broadcasting (now iHeart Media) and Albritton Communications. He has also served as a broadcast professional, TV & Radio producer, announcer and trainer.

At Lloyd Management Consultants, Miguel and his associates assist their clients in the areas of management consulting, marketing program development, media planning & buying, audio & video production and traditional, digital & social marketing.

Previously, Mr. Lloyd has provided marketing, media planning, media buying, strategic planning and broadcasting services to various organizations, including Walmart, Prince George County (MD) Health Department and The Atlanta Black Chambers.

**CORE CAPABILITIES**

**MULTI-MEDIA**

- Broadcast Operations
- Leadership Training
- Broadcasting
- Audio Production
- Video Production
- Internet Publishing & Broadcasting

**ADMINISTRATIVE & GENERAL MANAGEMENT**

- Administrative and Management Support
- Leadership Training
- Client Relations

**MARKETING CONSULTING SERVICES**

- Advertising Agency Services
- Media Planning
- Media Buying
- Graphic Design
- Social Media Development and Marketing

**INFORMATION TECHNOLOGY**

- Information Technologies Services
- Database Administration
- Software Publishing
- Search Engine Optimization