KRIMSON / SQUARE

AI-POWERED DIGITAL MARKETING • SOCIAL MEDIA MASTERY • MEASURABLE RESULTS

CAPABILITY STATEMENT

SBA-CERTIFIED SDVOSB + VOSB

COMPANY OVERVIEW

Krimson Square is a veteran-owned, boutique full-service digital marketing agency headquartered in Harrisburg, Pennsylvania, and serving organizations nationwide. Founded in 2010 and led by combat veteran Gibran Jones, the firm combines 20+ years of hands-on marketing experience, Meta-certified leadership, and an AI-powered delivery model. We build practical marketing systems that generate leads, customers, and revenue, with transparent reporting focused on business outcomes rather than vanity metrics.

CORE COMPETENCIES

DIGITAL ADVERTISING
Paid media across Meta, Instagram, Google, TikTok, and LinkedIn.

SEARCH VISIBILITY
Technical audits, on-page SEO, AEO/GEO, and local and organic growth.

SOCIAL MEDIA SYSTEMS
Strategy, content systems, publishing calendars, and reporting.

WEB + CONVERSION
Responsive websites, landing pages, conversion optimization, and audits.

TRAINING + CONSULTING
AI-enabled content systems, workshops, and staff enablement.

DIGITAL STRATEGY
Brand strategy, messaging, and multi-brand content frameworks.

DIFFERENTIATORS

- **SBA-certified** Service-Disabled Veteran-Owned Small Business (SDVOSB) and Veteran-Owned Small Business (VOSB).
- **Meta-certified leadership:** Lead Trainer, AI & Performance Marketing Specialist, and Digital Marketing Associate; 47+ Meta-affiliated training events delivered.
- **AI-powered production model** increases delivery speed and efficiency without sacrificing brand quality.
- **Central Pennsylvania presence** with nationwide virtual delivery.

PROFESSIONAL CERTIFICATIONS

Meta Lead Trainer

Meta Digital Marketing Associate

Meta AI & Performance Marketing Specialist

Oracle OCI AI Foundations Associate

SELECTED PAST PERFORMANCE

- Served 100+ businesses across 14+ states over 20+ years in digital marketing.
- Supported an 840-employee commercial roofing company through a two-year contract expansion and a 2,000-attendee industry conference.
- Increased social interactions for a retail pet brand by 193.1%.
- Government and public-sector experience includes NAVSUP and the Pennsylvania Department of Agriculture; partnered on the PHIEA creative-services RFP.

CERTIFICATIONS

SERVICE-DISABLED VETERAN-OWNED CERTIFIED

VETERAN-OWNED CERTIFIED

Renewal Due by September 2029; confirm exact date in MySBA

View verified SBA profile

COMPANY DATA

Legal entity Krimson Square LLC
UEI F1AXZR94RH36
CAGE 8NFJ7
Founded 2010
Headquarters Harrisburg, Pennsylvania
Service area Nationwide
Ownership Veteran-owned

SELECTED NAICS

541810 **Advertising Agencies [PRIMARY]**
541613 Marketing Consulting Services
541511 Custom Computer Programming
541430 Graphic Design Services
611430 Professional and Management Development Training

CONTACT

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