



Capability Statement

C2 Communications LLC

[Cyndee Woolley, MBA, APR](#)

(239) 571-3174 | cyndee@c2-com.com | www.C2-com.com



COMPANY SNAPSHOT

CAGE: 8LKX1 | UEI: KRMTJGKHCVF5
Work Area: Global

DIFFERENTIATORS

- 24 years of experience helping government and corporate partners connect with the communities they serve.
- Integrated communications plans that leverage traditional media, digital and social channels.
- Clear, concise messaging to engage key stakeholders.
- Authentic and expert situational analysis with straightforward recommendations.

CERTIFICATION

- 8(a) SBA Certified
- Woman-Owned Small Business (WOSB)
- Women Disadvantaged Business Enterprise (WDBE)



PRIMARY NAICS & PSC CODES

- 541820 Public Relations / PR Agencies (Primary)
- 541430 Graphic Design Services
- 541613 Marketing Consulting
- 541618 Other Marketing Consulting Services
- R422 Support-Professional: Market Research/Public Opinion
- R426 Support-Professional: Communications
- R499 Support-Prof: Other
- R701 Support-Prof: Advertising
- R708 Support-Prof: PR

C2 Communications works with government agencies to design and implement community education and outreach efforts. Our team has provided support for initiatives such as improving recycling rates, construction project updates, and crisis communications events including Hurricane Irma (2017) and Hurricane Ian (2022).

CORE COMPETENCIES

- Public Relations
- Education & Outreach
- Marketing
- Digital Advertising
- Social Media



President Dr. Irfaan Ali presents Excel Guyana's CEO, Kris Sammy, with award.



Clerk Crystal K. Kinzel



Bob Moreno, CEO of FC Naples and Justin Papadakis, USL Deputy CEO.

PAST PERFORMANCE

Waste Management, Inc. of Florida

Location: Florida Market | Consulting since 2009

C2 Communications provides local public relations, marketing and digital marketing support for Waste Management's hauling, landfill, and material recovery facility (MRF) business units. Support has involved recycling education, advertising development, and liaising with local government agencies and nonprofit affiliates.

Excel Guyana Inc.

Location: Georgetown, Guyana | Consulting since 2019

C2 Communications has provided public relations, marketing, digital advertising, and social media support in the successful launch of Excel Guyana. Through this contract, we've assisted Excel's founders in connecting with foreign investors, government entities, and the local community.

Collier County Clerk of the Circuit Courts & Comptroller

Location: Naples, FL | Consulting since 2022

C2 Communications is managing media relations, public education and outreach efforts, as well as social media in partnership with the Clerk's Office.



Celebrating Collier County's Centennial Celebration, C2 Communications assisted Clerk Kinzel in developing a display of the 100-years of the Courthouse's history.