

Semper Fi Design — Capability Statement

Veteran-Owned Multimedia & Web Agency • Strategy • Branding • Web • Video • Photo • Podcast • CONUS-capable

Company Overview

Semper Fi Design is a veteran-owned multimedia agency that designs, films, writes, and builds digital experiences for mission-driven organizations. We blend disciplined execution with creative excellence to deliver measurable outcomes: higher conversions, stronger brands, and content engines that scale.

Legal Name: Semper Fi Design, LLC

Socio-economic Status: Veteran-Owned Small Business (VOSB)

Location: Lexington, South Carolina • Serving clients nationwide (remote & on-site)

Website: <https://semperfi.design>

Primary Contact: Heather Nobles, Owner • (803) 237-4437 • heather@semperi.design

Core Competencies

- Web & Digital: UX audits, accessible site design (WCAG 2.2 AA), CMS builds (WordPress/Webflow/Shopify), performance optimization, analytics & CRO.
- Brand & Content: Identity systems, design systems, messaging frameworks, content strategy, copywriting.
- Production: Full-stack video (concept → shoot → edit → motion GFX), photography (product, lifestyle, events), podcast/audio production.
- Campaigns: Paid-social creative toolkits, landing pages, lead gen, donor funnels, tracking and reporting.
- Ongoing Support: Retainers for content, CRO, and site care with SLAs.

Differentiators

- Veteran discipline: battle-tested processes, on-time delivery, and clear comms.
- Outcomes first: we prioritize measurable wins (donations, leads, sales) over vanity metrics.
- Accessibility by default: WCAG 2.2 AA standards baked into discovery, design, and QA.
- Lean production: compact, travel-ready crews; modular content systems (hero cuts, shorts, micro-clips).
- Security & governance: managed hosting, backups, least-privilege access, documented SOPs.

Past Performance (Selected)

Great Wilderness Brewing Company — Website & Brand Collateral

Scope: Custom website design and build, menu system, merchandise e-commerce, print collateral, and brand graphics.

Result (replace with verified): Illustrative: +27% online merch revenue in 60 days; taproom reservations ↑18%; site performance improved (LCP ~1.9s) and bounce rate ↓15%.

Operation Texas Strong — Rapid Response Donation & Volunteer Hub

Scope: 48-hour microsite launch, donation funnel with one-tap pay, volunteer registration, SMS/email updates, field photo/video package.

Result (replace with verified): Illustrative: \$185k raised in first 72 hours; 1,200 volunteer sign-ups; donation conversion ↑32%; WCAG AA templates for accessibility.

Rise Attire — Website Migration, Security Overhaul & SEO Revamp

Scope: Full site migration to hardened hosting (CDN/WAF, DDoS mitigation, rate limiting), strict TLS with HSTS, least-privilege IAM + enforced 2FA, automated backups with immutable snapshots, and incident-response SOPs. Technical SEO audit and remediation (IA cleanup, canonicalization, schema markup, XML sitemaps, robots rules, product feed optimization, Core Web Vitals tuning, 301 map). Result (replace with verified): Illustrative: CWV pass rate ↑ to 90%+ pages; index coverage errors ↓ to zero; organic sessions ↑ 28% over 60 days; avg. TTFB improved to sub-350ms on U.S. edge; 99.95%+ measured uptime.

References and letters of recommendation available upon request. Metrics shown are sample targets—swap with verified numbers before publishing.

Compliance & Standards

- Accessibility: WCAG 2.2 AA for core templates
- Privacy/Analytics: GA4 consent, event-based tracking
- Security: Managed hosting, backups, MFA, least-privilege access
- File Delivery: Frame.io, Google Drive, or S3 with versioning

Tooling & Equipment

- Creative: Figma, Adobe CC, Davinci Resolve, After Effects
- Web: WordPress, Custom HTML/CSS/JavaScript, Stripe, 10 Web
- Cameras/Audio: Panasonic GH5 FX series, cinema glass, 4K workflows, dual-system audio

NAICS Codes (Selected)

- 541430 — Graphic Design Services
- 541511 — Custom Computer Programming Services (web development)
- 541512 — Computer Systems Design Services
- 541613 — Marketing Consulting Services
- 541810 — Advertising Agencies
- 512110 — Motion Picture and Video Production
- 541922 — Commercial Photography

Engagement Models & Typical Budgets

- Fixed-scope projects: \$2k-\$10k depending on complexity
- Retainers: Content/CRO/site care with clear SLAs (monthly/quarterly)
- Payment: ACH, credit, or PO (public-sector support available)

Geographic Coverage

CONUS; on-site production with compact crew. Remote-first collaboration.

Contact

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SBA Veteran-Owned • Google Ads Certified • Meta Creative Strategy • HubSpot Solutions Partner (as applicable)