

Avant Garde Digital Media (AGDM) consults with businesses on how branding, digital media and public relations strategies can help them successfully establish their brand, reach more customers and grow their business.



## SERVICES

- Graphic Design
- Food Truck Promotions
- Websites
- Video Production
- Branding
- Social Media Marketing
- AI Content Creation
- SEO
- Public Relations
- Focus Group Testing
- Google Verification
- Food Content Creation

# Our Founder

## Darise S. Deal

Darise S. Deal is CEO and Founder of Avant Garde Digital Media (AGDM). Founded in 2013, AGDM consults with businesses on how branding, digital media and public relations strategies can help them successfully establish their brand, reach more customers and grow their business in a digital marketplace. Ms. Deal is a skilled communications strategist with expertise in public relations, digital media marketing and event planning. She is a proud graduate of Florida Agricultural and Mechanical University where she majored in Communications with a concentration in Public Relations.

After more than a decade in corporate America, Ms. Deal stepped out on faith and left her job to pursue entrepreneurship. She knew there was something greater on the inside that she wanted the world to experience. Ms. Deal is a social savvy consultant, who is passionate about raising awareness of various initiatives, causes and CPG brands through online marketing. To learn more about AGDM, visit [www.avantgardedigi.com](http://www.avantgardedigi.com).



**Hill Harper,**  
*Actor & Political Candidate*



**Suze Orman,**  
*Author & Financial Expert*



# Our Brand

AGDM pushes past the boundaries of what is accepted as the norm to create a unique digital strategy for each client. Our cutting-edge strategies go viral, set trends, inspire movements, and increase sales.

Clients we've helped:

- Consumer Packaged Goods Brands
- Restaurateurs
- Politicians
- Attorneys
- Media Personalities
- Authors
- Small Business Owners, and more!



**Old El Paso**  
*Social Media Partnership Campaign*

The Washington Post



The Dallas Morning News

SHAPE

great day  
WASHINGTON  
WUSA-9®

FOX 5  
GOOD  
DAY DC

ESSENCE

BLACK  
ENTERPRISE

Northern Virginia  
MAGAZINE

blAck  
americaweb.com

THE ROOT



AdAge

yahoo!life



CHEFSFEED

WASHINGTONIAN

CUISINE NOIR

Arlington  
MAGAZINE

VegNews

THE WASHINGTON  
Informer

NEWS  
CHANNEL 8  
MARYLAND · VIRGINIA · WASHINGTON, DC®

The Beet.



# Planning

What makes information worthy of being shared, linked to, reposted, retweeted or repinned? Timely, relevant, quality content. However, developing quality content such as blog posts, Facebook posts, or Tweets takes a significant amount of time, resources, planning and expertise. Our content development services can help you create quality content with maximum efficiency on multiple social media networks.



**Daymond John,**  
*Entrepreneur, ABC's Shark Tank*



A solid digital media strategy begins with research. First, we conduct focus group testing with your target market. Next we identify how your brand can best meet the target audience's needs. This understanding is then applied to our proven framework to help you achieve your goals— from increasing brand awareness to driving customer engagement and generating more sales.



**Everything Legendary**  
Plant-Based Manufacturer



**Darise S. Deal**  
Recipient of the 2016 MBA Award



# Data & Results

A solid digital media strategy begins with research. We listen to your audience and understand their needs. Next we identify how your brand can best meet these needs. This understanding is then applied to our proven framework to help you achieve your goals—from increasing brand awareness to driving customer engagement or generating more online leads.



**Social Media Campaign**  
*Electric Daisy Carnival Festival*



**Magic Johnson**  
*SodexoMagic Partnership*





# Work with Us

11810 Grand Park Ave, Suite 500  
North Bethesda, MD 20852  
Tel: 301.778.8208

