# SPONGE

## Sponge IO, LLC

salesforce · Marketo Engage · HubSpot · Microsoft Dynamics 365 · salesforce pardot

## CAPABILITIES STATEMENT

Sponge IO is a woman-owned small business with 25 years of combined experience helping organizations move beyond random acts of marketing. We combine creative marketing with deep technical expertise and intelligent process automation to streamline operations and drive measurable ROI. Our certified team works across the most critical platforms and partners with growth-focused organizations of all sizes and industries—including public sector, technology, healthcare, financial services, and education—to move from marketing chaos to predictable revenue.

## COMPANY SNAPSHOT

**Jessica Sprinkel, CEO**
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Phone: (610) 416-4016

**Allison Isett, COO**
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818 S Lee St
Alexandria, VA
22314

Certified **SBA WOSB** Woman Owned Small Business

Unique Entity ID: Q2A7JRHVLZE9
CAGE Code: 191B9 | Primary NAICS Code: 541613

## CORE COMPETENCIES

**Marketing Strategy and Demand Generation Expertise**
- Marketing Strategists & Campaign Planning
- Creative & graphic design
- Multi-channel campaign operations and execution
- Social media marketing, digital advertising and content creation
- Compliance architects: Optimizing digital and email marketing practices to comply with regulatory requirements (HIPAA, GDPR, CCPA)
- ROI Reporting: Tracking user engagement

**System Technicians**
- Auditing business technology infrastructure and prioritizing optimizations
- Remodeling technology stacks: Implement, integrate, and optimize business technology
- Automating system processes within and between systems
- Analysis: Data ingestion, processing, and governance
- Migrating and segmenting data
- Systems documentation and training

**Business Analysts**
- Project Management: Managing KPIs, timelines, and communication.
- Auditing business operations and organizational processes
- Creating Standard Operating Procedures (SOP) and Service Level Agreements (SLA)
- Creating transparent reports and dashboards in line with organizational requirements
- Training & documentation

## SUCCESS STORIES

> Sponge is my go-to-resource for high touch, high reward digital marketing and martech stack solutions. Professional and consistent, their team delivers.
>
> **Heidi Brown** | BrownRobinson, Principal

> Bringing on Sponge is the best investment I've made. They are leading our automation evolution through their practical knowledge, responsiveness, and ability to seamlessly integrate with my team and our platforms.
>
> **Suzanne DuCasse** | Ascensus, Vice President of Marketing

## DIFFERENTIATORS

☑ **Solving Tough Problems:** Highly experienced, lean team averaging 20+ years of experience in software, marketing strategy, and business operations. Each of us has worked in-house for companies growing 100%+ YOY. We know what it takes to build an organized, scalable infrastructure that supports growth and provides transparent reporting.

☑ **Building Trust:** We facilitate hard conversations between Sales and Marketing so you can share goals, define roles and responsibilities, and work from the same playbook.

☑ **Remodeling Systems:** We tackle weekly sprints on your grittiest, most confounding automation problems so everything *finally* works.

☑ **Protecting Data Integrity:** We are passionate about empowering data governance within organizations and help them automate data hygiene so businesses can make informed decisions based on trusted data.

## CLASSIFICATIONS

*NAICS Codes:*
541613 Marketing Consulting Services
541810 Advertising Agency
541850 Indoor and Outdoor Display Advertising
561320 Temporary Help Services
541511 Custom Computer Programming Services
541820 Public Relations Agencies
541860 Direct Mail Advertising

*PSC Codes:*
DA10 IT AND TELECOM - Business Applications
7A20 IT AND TELECOM - Application Development Software
R425 SUPPORT- PROFESSIONAL ENGINEERING/TECHNICAL
R704 SUPPORT - MANAGEMENT: Auditing
R799 SUPPORT - MANAGEMENT: Other