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<https://clearideamarketing.com>



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Kyonda Cooper, MBA
Founder/Principal Consultant
ClearIdea Marketing, LLC

The closer a team is to its own work, the harder it becomes to see it the way the audience will. **ClearIdea Marketing is a Louisiana-based strategic marketing advisory firm.** Organizations engage ClearIdea to review marketing initiatives (program launches, outreach messages, and events) through the audience's lens and with their team's definition of success in mind.
– Advisory-only. Diagnosis and direction for your team to execute.

About ClearIdea

Founded in April 2023, ClearIdea Marketing is led by founder and sole principal Kyonda Cooper who brings 20 years of senior marketing leadership across federal government, Fortune 500s, and startups.

Differentiators



Diverse Industry Experience

- **Federal Government** Logistics Management
- **Corporate** Brand, Promotion, & Research
- **Start-up** Product Management & Launch



Education/Training

MBA, Marketing

- Tulane University & Columbia University

B.S., Economics | Minor: Finance

- University of New Orleans & Dillard University



Past Performance

Pennington Biomedical Research Center - Baton Rouge, LA | LSU-system public health research

- Program Launch Project Management
- Event Activation Strategy
- Website Mockup Design

EFAP Paris - International Advisory Client
Strategic marketing advisory secured through SBA STEP Grant - delivered to a leading French communications institution

Massimo Zanetti Beverage USA - Private sector client. Brand and marketing advisory for a national consumer packaged goods (CPG) organization.

Business Information

- **SAM.gov UEI:** PJTHG6DTJ976
- **CAGE Code:** Pending
- **LA Vendor ID:** 310271815
- **NAICS Codes:** 541613 (primary), 541611, 541618, 611430, 611710
- **Product Service Codes:** R408, R410, R499, R799, U001, U008, U009, U099

Grants

Small Business Administration, STEP Grant

Certifications

Louisiana Economic Development (LED)

- **Hudson Initiative** Cert# 25863 | Exp: 3/19/2027
- **Small & Emerging Business Development** Cert# 25863 | Exp: 3/20/2034

Advisory Services

- **Pre-Design Advisory:** Strategy and structure before the work begins.
- **Pre-Launch Review:** Initiatives evaluated before going public.
- **Post-Launch Recap:** What connected, what didn't, & redirect for next time.
- **Workshops & Training:** Custom sessions on marketing clarity, audience connection + constituent prep.
- **Advisory Access:** Ongoing counsel via capped monthly retainer.



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