



Wilson Global Communications, LLC is a strategic national and international public affairs and marketing communications consultancy, specializing in constituency relationship building, program management, cross-cultural training and media relations services.

Our experience spans 15 countries, including the United States, Brazil, China, France and several countries in Africa. Wilson Global customizes programs to support building and enhancing relationships between and among American students, leaders, and organizations in education, business, media, and civic affairs and their international counterparts.

**DUNS: 167202188**

**CAGE: 43BE2**

## CERTIFICATIONS



## CORE COMPETENCIES

### ➤ Management Consulting Services

- ⊗ Administrative support of client projects
- ⊗ Strategic communications project implementation

### ➤ Training & Knowledge Transfer Support

- ⊗ Motivational and educational presentations in underserved communities to empower youth and women
- ⊗ Cultural protocol briefings for specific countries
- ⊗ Oversight and administrative services for Public-Private Partnership projects

### ➤ Media Relations & Promotion

- ⊗ Develop and present news story angles to targeted media
- ⊗ Place stories in traditional and digital media outlets
- ⊗ Secure client interviews with relevant news media

## NAICS CODES

**Primary: 541611 Administrative Management and General Management Consulting Services**

- 541820 Public Relations Agencies
- 541613 Marketing Consulting Services
- 541840 Media Representatives
- 541890 Other Services Related to Advertising
- 541910 Marketing Research and Public Opinion Polling
- 541930 Translation and Interpretation Services
- 561920 Convention and Trade Show Organizers
- 611430 Professional and Management Development Training
- 711310 Promoters of Performing Arts, Sports, and Similar Events with Facilities
- 928120 International Affairs

## CONTACT INFORMATION

CEO & Founder:  
Julia A. Wilson



1701 Pennsylvania Ave. NW  
Floor 2  
Washington, D.C. 20006 U.S.A.



001 (202) 461-2215



001 (202) 580-6559



[jwilson@wilsonglobalcomm.com](mailto:jwilson@wilsonglobalcomm.com)

[wgc@wilsonglobalcomm.com](mailto:wgc@wilsonglobalcomm.com)



[www.wilsonglobalcommunications.com](http://www.wilsonglobalcommunications.com)



@wilsonglobalcom and @JuliaWilson\_DC



Wilson Global Communications



[/julia-wilson-07605b9](https://www.linkedin.com/in/julia-wilson-07605b9)

- ⊗ Produce and develop culturally-sensitive television and radio programs for global audiences

### ➤ Trade Mission Management

- ⊗ Organize and manage logistics for international trade missions, meetings, conferences, forums, seminars, and press events
- ⊗ Manage logistics for international delegations
- ⊗ Interpret foreign guidelines for delegations into strategic culturally-sensitive action plans to enhance cross-cultural understanding
- ⊗ Provide creative and cross-cultural guidance for mutually-beneficial education and business collaborations
- ⊗ Support programs with access to foreign language translation services

## PAST PERFORMANCE

- **U.S. – Historically Black Colleges & Universities** Managing a Network of 43 HBCUs, some in Congressional Black Caucus districts, for participation in student study abroad programs in Asia.
- **Trinidad and Tobago – BHP** Facilitated a cultural awareness seminar and workshop for top 20 executives at world leading Australia-based oil and mining resources company.
- **Virginia, U.S.A. – The Phoenix Group** Providing background research and a Strategic Plan to expand safety product sales of the veteran-owned small business internationally and commercially
- **Virginia, U.S.A. – Hampton University** Providing Chinese language translation, branding promotion, publishing and distribution in China of “The Principles of Leadership,” a book authored by the president of Hampton University.
- **Texas, U.S.A. – Women’s Business Enterprise Alliance** Developed and launched an international education program to train entrepreneurs and small businesses on processes for exploring opportunities abroad.
- **Washington, D.C., U.S.A. – African Union Mission to the United States** Provided media relations and training services to the mission which represents 54 African countries in the U.S.



*The Americas*



*Africa*

- **Republic of Malawi** Organized a “Doing Business in Malawi” forum with U.S. business and government leaders.
- **Republic of Liberia – Firestone Natural Rubber Company** Created and produced “Good News Liberia”, a 30-minute radio program to inform Liberians in the Diaspora on the democratic process initiated under the leadership of Pres. Ellen Johnson Sirleaf, Africa’s first elected woman president, and to encourage participation in rebuilding the country following 15 years of civil war.
- **Federal Republic of Nigeria – Ministry of Communications** Developed and organized the North American business image launch of “Nigeria: The Heart of Africa.”
- **Republic of Ghana – Ghana Investment Promotion Centre** Created, developed and published maiden issue of the “Ghana Club 100” magazine featuring the top 100 businesses to promote direct foreign investment during Pres. Bill Clinton’s visit to Accra.

- **China-United States Exchange Foundation** Developed and organized an African American initiative to introduce African American leaders and students to China’s history and culture for collaborations in education, business and civic affairs.
- **Hong Kong Trade Development Council** Recruited and managed delegations of American businesses to Hong Kong to participate in the Asian Financial Forum.



*Asia*



*Europe*

- **France** Created and produced a promotional video and radio program for **Areva T&D**, the largest nuclear energy company in France, to market and launch new software program designed to mitigate blackouts during the CIGRE worldwide conference in Paris, France.