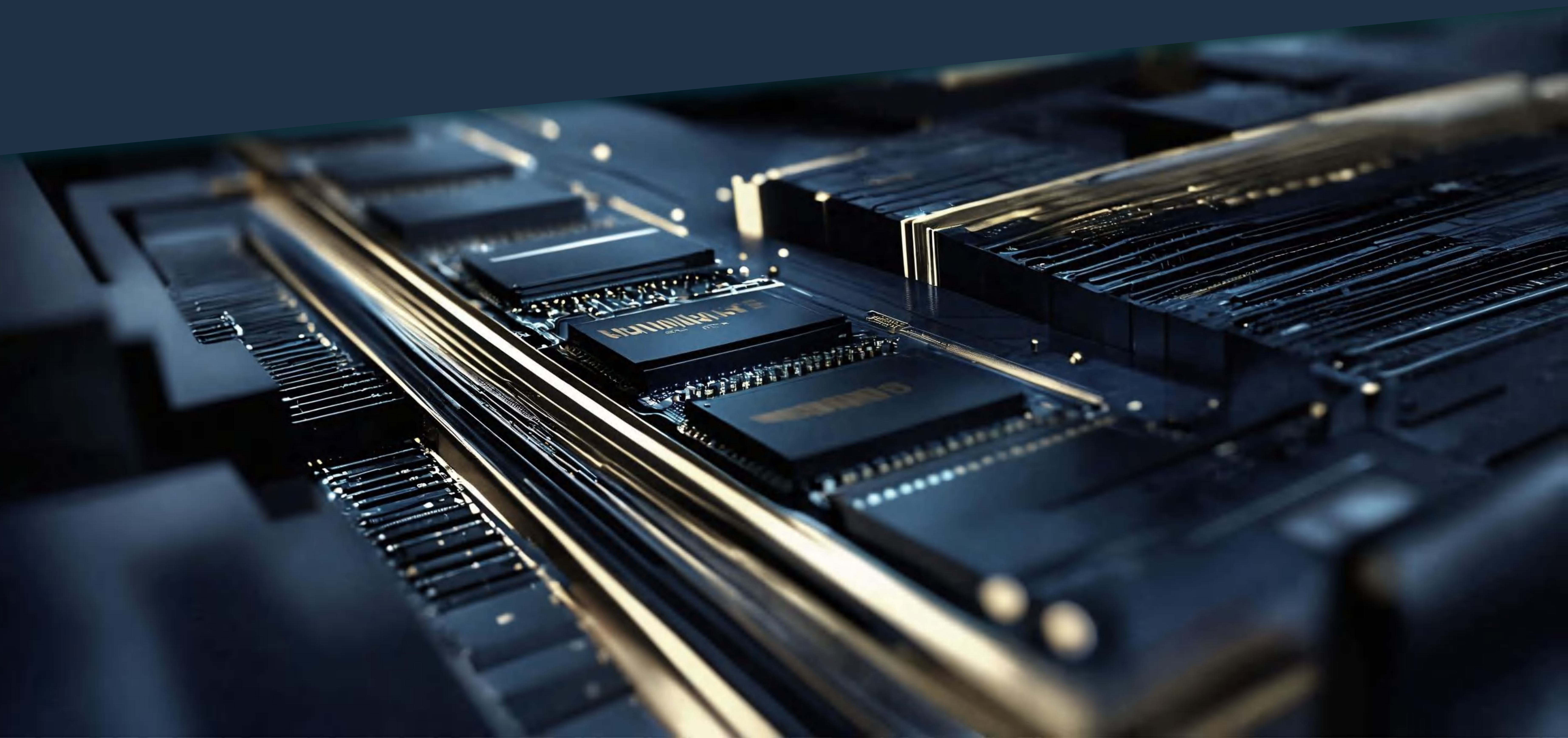


ATLANTI GROUP

Your Web, Software Development, Design and Marketing Partner

# CAPABILITY BRIEF



# MISSION



To deliver a fast,  
optimized, and  
high-quality  
service to elevate  
your initiatives to  
the next level!

# CORPORATE OVERVIEW



## EXECUTIVE MANAGEMENT

**Natasha Chernavska** - General  
Manager & Owner

## COMPANY

**WOB** - Certified with State of Florida  
**Headquartered** in Cape Coral, FL  
**Served** Fortune 500 Clients

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# CORE COMPETENCIES



Software & Web Development Consulting

User Interface/User Experience & Web Design

Testing & Technical Documentation

Web and Software Staffing

Copywriting

Content Strategy and Creation

Speech Writing, Book & Letter Writing

Social Media Content Management

Marketing, PR and Media Strategy and Service

Marketing and Advertising Design and Production

Branding and Identity Production

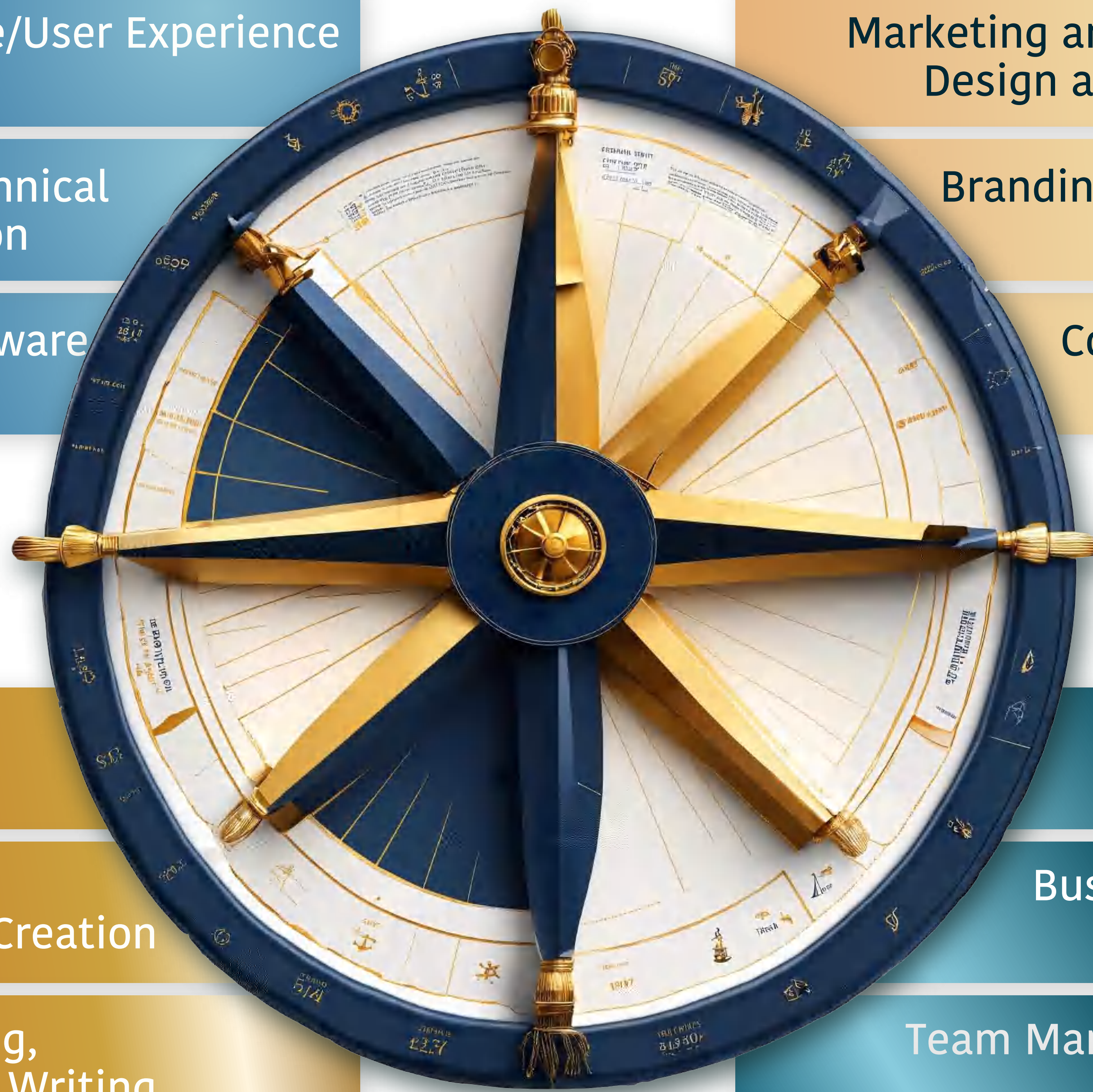
Communication Strategies

Leadership

Business Process Optimization

Team Management and Optimization

Executive and Leadership Coaching



# NAICS CODES



**541512** Computer software consulting services or consultants (Primary)

**541511** Software analysis and design services, custom computer

**115210** Branding

**541613** Marketing consulting services

**541910** Marketing analysis services

**541820** Public relations

**561410** Letter writing services

**541430** Graphic design services

**541810** Advertising agency consulting services

**519290** Internet search Web sites

**512191** Motion picture or video editing services

**541611** Business management consulting services

**541614** Efficiency management consulting services

**611420** Computer programming, software, and systems training, online learning marketplace services

**611430** Continuing education training, online (through a website or mobile application)

# FL COMMODITY CODES



**43230000** Software (Primary)  
**81111808** System analysis service  
**81111820** System usability services  
**81112103** World wide web WWW site design services  
**81111502** Personal computer PC application design  
**81111501** Mainframe software applications design  
**82111500** Technical writing  
**82111704** Copywriting  
**80141604** Branding of product naming services  
**80141505** Marketing plans  
**80141611** Product or gift personalization services  
**80171603** Publicity and marketing advisory service

**82111900** News and publicity services  
**80171602** Online and social media publicity service  
**80171800** Public relations and media relations services  
**80171503** Public relations situation and issues and risk analysis  
**80171802** Media relations and advisory service  
**80141607** Events management  
**80171900** Stakeholder management and relations services  
**86132001** Executive coaching service  
**82112048** In person Russian interpretation service

# APPLICATIONS AND TECHNOLOGIES



## SOFTWARE/ WEB DEVELOPMENT

Leadership, Strategy,  
Full Business and  
Technical  
Documentation,  
Metrics, KPIs,  
MVP Definition,  
Backlog Ownership,  
Stakeholder and SME  
Communication,  
Digital  
Transformation,  
UI/UX Design and  
Management,  
QA, UAT/SIT, Triage,  
Release Procedures

## MARKETING/PR/ CONTENT

Marketing  
Strategy,  
Public Relations,  
Media Relations,  
Media Monitoring,  
Internal/External  
Communications,  
Marketing/  
Advertising Design  
and Production,  
Copywriting,  
Newsletters,  
Presentations  
Content Creation,  
Video/Audio  
Manipulation

## TECHNOLOGIES

Agile/Scrum/Wagile,  
Power BI,  
Confluence, Jira,  
Google Analytics,  
Object-Oriented  
Development,  
Visual Studio, Axure,  
SQL Studio Manager,  
Azure, GCS,  
WordPress, Umbraco,  
WebSphere,  
Adobe XD, Sketch,  
HTML, CSS  
XML, APIs, SQL, DAX,  
JavaScript, JSP, PHP,  
C++

# PAST COMMERCIAL CLIENTS



Charles Schwab



Honda



T-Mobile



McAfee



Beachbody



Carrington Mortgage



Johnson Controls



Burson Marsteller



Wellpoint (Anthem)

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# MEET THE OWNER



## NATASHA CHERNAVSKA - Owner of Atlanti Group



With close to 30 years of rich experience in managing and delivering exceptional web, mobile, and enterprise software, Natasha brings a proven track record of success in both corporate and startup environments.

In addition, Natasha possesses expertise in marketing, design, and public relations. Her diverse roles span online media strategy, branding, strategic marketing campaigns, and special events, including media tours, conferences, cultural festivals, and trade shows. Natasha is also a proud volunteer SCORE mentor in SW Florida.

### Professional Certifications:

SA – Certified SAFe 4.6 Agilist 2019-2024

POPM – Certified SAFe 4 Product Owner/Product Manager 2018-2024

SPOAC™ – Scrum Product Owner Accredited Certification™, 2018-2024

SMAC™ – Scrum Master Accredited Certification™, 2019-2024

# PAST ACHIEVEMENTS - SOFTWARE/WEB



**T-Mobile:** Led cross-functional team and digital product development for self-service troubleshooting tools.

**FedNat Insurance Company:** Led end-to-end insurance solutions product development, including a robust data management system.

**Johnson Controls:** Led optimization of a key B2B customer security system management tool (on-shore and off-shore product, design and development).

**Carrington Mortgage Services:** Led mortgage loans and real estate acquisition product design and development.

**Honda of America Mfg., Inc.:** Led design and development of a parts pricing and acquisition tool.

**Schneider Electric:** Facilitated design and development for HMI applications.

**WellPoint** (now Anthem, Inc.): Knowledge Library design and development.

**Beachbody:** Newsletter, Email blast, Marketing Design, and Development.

**McAfee:** Internal legacy web-based application design and development.

**Charles Schwab:** Client communication content management system development.

# PAST ACHIEVEMENTS - MARKETING/WRITING



**STLport Consulting, Inc.:** Impactful marketing and PR strategies management for Storytime Arts Festival.

**National Health Review:** Marketing design and strategy.

**Alpha Translation Svcs:** Art Direction, marketing design, and development.

**Tetra Pak:** Internal and External Communications manager, Company Life Form magazine chief editor, media relationship, special events.

**Chief Accountant Readers' CLUB Magazine:** Chief Editor, Marketing Strategy, Journalist.

**The Willard Group** (Burson-Marsteller): Managed Production of internal and external Newsletters, media relationship, media monitoring, communication plans, special events, trade shows.

**Moscow Bookkeeper journal:** Wrote finance and business-specific articles.

**Echo of Moscow Radio Network:** On-air Informational Channel host, Journalist, sound engineer.

**Cosmopolitan Magazine:** Author, Journalist.

# DIFFERENTIATORS



- ✔ Great leadership skills
- ✔ Proven record with Fortune 500 clients
- ✔ Extensive hands-on experience in software and web design, development, and management
- ✔ Extreme attention to detail
- ✔ Experiential and cultural diversity
- ✔ Full cycle marketing and web solutions
- ✔ Talent for optimization, logic, and order
- ✔ Access to the best available human resources in the industry
- ✔ Striving to prove capabilities and quality
- ✔ Fast high-quality service

# AFFILIATIONS/PARTNERSHIPS



- ☑ **SCORE** - Volunteer Mentor
- ☑ **Government Contractors Association** – Member



# CONTACT INFORMATION



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