

THE GDA's BDC PARTNERS & SERVICES

YEAR 5 | 2026



[The Garment District Alliance \(GDA\)](#) is a not-for-profit corporation established in 1993 to improve the quality of life and economic vitality of Manhattan's Garment District. Through programs focused on streetscape improvements, sanitation and public safety, marketing and promotions, economic development, and community service, GDA partners with local building owners and businesses to enhance the vibrancy and competitiveness of this historic Midtown Manhattan neighborhood.

GDA'S BUSINESS DEVELOPMENT COLLABORATIVE (BDC) PROGRAM

Official BDC Program Page: [Business Development Collaborative](#)

BDC Program Reports: [Year 1](#) / [Year 2](#) / [Year 3](#)

The Garment District Alliance launched the **Business Development Collaborative (BDC) Program** in 2019 to support business development, growth, and competitiveness throughout the Garment District.

Through this GDA-funded initiative, eligible businesses, entrepreneurs, workers, and professionals in the District can access **professional consulting, training, advisory services, networking opportunities, and other business development programs at no cost to participants.**

The BDC Program represents a multi-year, multi-million-dollar investment by GDA and brings together a diverse group of specialized service providers, selected through a competitive process, to help Garment District businesses strengthen their operations, develop new capabilities, overcome business challenges, and pursue opportunities for growth.

ABOUT THIS BROCHURE

This brochure features the participating **GDA Business Development Collaborative (BDC) service providers for Year 5 (2026)** and the programs and services available through the BDC Program.

The following pages provide information about each participating partner, their areas of expertise, and the business development support available to eligible Garment District businesses, entrepreneurs, workers, and professionals.

THE BDC PARTNERS & PROGRAM SERVICES



The Industrial Future Studio





CLOSELY CRAFTED (Resource Hub Name TBA)

Kat Anderson, Project Manager (kat@closelycrafted.org)

Katie O'Connor, Project Lead (katie@closelycrafted.org)

Website: www.closelycrafted.org

Closely Crafted is a non-profit dedicated to preserving and revitalizing the legacy of Made-in-America goods by nurturing artisan equity, cultivating economic wellbeing, and empowering the next generation of creators to carry on the tradition of American craft.

As part of this year's Garment District Alliance Business Development Collaborative cohort, **Closely Crafted is building an online resource hub** to connect Garment District craftspeople, business owners, and jobseekers to strengthen the industry and address challenges in staffing skilled labor.

Program Features

- The Closely Crafted Resource Hub (name TBA) aims to strengthen community ties in the Garment District and the craftspeople who make their livelihoods there.
- This free resource will leverage 21st-century tools to support the heritage, specialty craft businesses in New York's Garment District.
- It will act as a talent portal, providing employers with a way to find potential new hires, as well as connecting business owners with industry peers to share needed resources and information.

Contact Kat Anderson at kat@closelycrafted.org for more information, and we will add you to our list of beta users.

CUSTOM

COLLABORATIVE

CUSTOM COLLABORATIVE

Ngozi Okaro. (info@customcollaborative.org)

Website: www.customcollaborative.org

- Non-profit social enterprise that focuses on entrepreneurship and workforce development in New York City
- Empowers women from low-income and immigrant communities to launch a fashion career
- **Offers workshops, coaching, and apprenticeships** to build necessary skills
- Provides advanced skills training to support Garment District businesses
- Offers job placement from a pool of skilled and well-connected talent
- Aims to produce a new generation of inclusive and creative designers for the future of fashion in NYC

PROGRAM FEATURES

- Coursework and MWBE training (4 parts)
- Sustainability certification and how businesses can utilize it
- Internship and Apprenticeship Programs for Garment District businesses
 - Internship Program: 6-24 weeks, 3 days a week
 - Apprenticeship Program: 9-month engagement, 4 days a week
 - Apprentices will be hired permanently by the business after successful completion of their apprenticeship program
 - Includes transportation and stipend for program participants
- Eligible businesses must provide safety and equity inclusion training for interns and apprentices



E-COM FASHION

Allen Ray Sales (allen@e-comfashion.com)

Website: <https://www.e-comfashion.com/gda-special-program-2026>

- E-Com Fashion offers one-on-one e-commerce consultation to Garment District businesses
- Access to an online library of supplemental resources, including webinars and downloads to aid in business development
- Strategies tailored to help businesses grow and succeed in the digital space, amidst a highly competitive market
- Provides comprehensive support to help businesses grow and thrive online
- Serves a wide range of industries, not just fashion, due to the diverse service offerings, including online marketing, lead generation, website development, SEO, and more

PROGRAM FEATURES

One-on-One E-Commerce Consulting

- Website development, redesign, and rebranding
- Increasing online retail and wholesale sales and conversions
- Shopify store optimization and branding
- Social media marketing strategy, including paid advertising
- Comprehensive website and SEO audits
- Search Engine Optimization (SEO)
- Team building and staffing support, including access to credited internship program network and freelance marketplaces
- Lead generation and prospect sourcing



FIT

Jacqueline Jenkins (jacqueline_jenkins1@fitnyc.edu)

Websites: <https://citysource.fitnyc.edu> and fitnyc.edu

- The Fashion Institute of Technology (FIT)'s Center for Continuing and Professional Studies provides education and training for learners of all skill levels
- The Center offers workforce development support to adult learners, who can earn certificates in areas of interest to improve their skills and better meet the demands of their current employment or industry

PROGRAM FEATURES

- **Professional Certification Program in Sustainability Reporting**
- Introduction to Cloth 3D: An online webinar course and guided training by instructors for digital upgrade training
- CitySource: A well-curated, semi-annual live tradeshow showcasing Garment District businesses and their industrious work
- Networking events and behind-the-scenes virtual tours of businesses and factories
- Online guest speakers in the fashion industry covering business, manufacturing, design, and more
- Q&A sessions with industry experts
- Pop-up shops on the FIT campus, featuring Garment District businesses and designers

FRANCO'S STUDIO

FRANCO'S STUDIO

Julian Medina (julian@byjulianmedina.com)

Website: www.byjulianmedina.com

Franco's Studio provides complimentary, hands-on technical support to Garment District businesses while preserving the specialized knowledge that has defined New York City's garment industry for generations. Led by master patternmaker and tailor Franco, the program pairs decades of Garment District experience with individualized consulting, documentation, and resource-sharing to help businesses solve real garment-development and production challenges.

Program Features

ONE-ON-ONE TECHNICAL CONSULTATIONS

- Complimentary, individualized consultations focused on patternmaking, fit, tailoring, garment construction, sample development, and production challenges.
- Bring a garment, pattern, sample, prototype, or specific technical problem for hands-on analysis, troubleshooting, and practical recommendations.
- Support may include pattern corrections, fit analysis, construction guidance, technical demonstrations, and problem-solving informed by Franco's decades of experience in the NYC Garment District.

KNOWLEDGE PRESERVATION & GARMENT DISTRICT RESOURCES

- Documentation of participating businesses, craftspeople, technical processes, and specialized skills through photography, video, interviews, and business profiles - preserving knowledge while increasing visibility for the District's creative and manufacturing community.
- Connections and referrals to relevant Garment District suppliers, manufacturers, craftspeople, and other BDC resources when additional support is needed.



HISTORIC DISTRICTS COUNCIL

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Natalia Wang (nwang@hdc.org)

Website: <https://hdc.org/garment-district/>

HDC's program is a preservation, placemaking, and history project with the main focus to provide collaborative opportunities, resources, materials, and marketing to reinforce the importance of the businesses that make up the Garment District and promote the District as both a commercial and cultural destination.

Program Features

Placemaking Workshops with Pratt Institute

- A workshop series with Pratt Institute's Historic Preservation students to turn the District's history into practical marketing and placemaking ideas. Students will work with businesses to develop brand stories, public-space concepts, and two pilot activations for the District.

Oral History with CityLore

- City Lore will record 1-2 hour video and audio interviews with Garment District business owners and workers to preserve and share their stories. Interviews will be featured on HDC's website and YouTube channel, with transcripts provided to participating businesses.

Public Salons with NYFWDC

- Public gatherings featuring three business owners sharing their company histories, industries, and connections to the Garment District. Events will highlight different sectors, including fashion, Broadway, and garment businesses, and will be recorded and shared on HDC's website.

Business Networking

- A networking event for Garment District businesses to build relationships, encourage collaboration, and create opportunities for greater connection and promotion.



ITAC

Andy Ward (award@itac.nyc)

Corey Pickett (copickett@itac.nyc)

Website: <https://itac.nyc/garment-district-business-best-practice-program>

- ITAC is a business advisement firm that serves manufacturing companies across NYC's five boroughs
- Through this program, ITAC has served over 60 Garment District businesses, providing expert **consultation on key business issues** such as strategic business planning, sales and marketing, operations, financial strategy, technology solutions, and more
- Customized solutions and innovative strategies help manufacturers improve their top and bottom lines, achieve their goals, and grow their business
- Committed to promoting sustainable practices in an ever-evolving industry through efficient production methods, waste reduction, and responsible sourcing

PROGRAM FEATURES

- One-on-one tailored consulting: through discovery sessions, ITAC works with businesses to understand pain points and areas where additional expert support is needed – this includes business strategy and growth planning, financial planning, sales and marketing efforts, website optimization, HR, recruitment, and more. Up to eight hours of specialized one-on-one consulting are then provided to help address a particular need.
- Marketing assistance: In addition to one-on-one consulting with an expert, program participants will work with a marketing strategist. Areas of focus include social media, email marketing, branding and content, and other digital marketing efforts.
- Faces of the Garment District: A profile is written on each participant, sharing their story and allowing readers to gain a better understanding of the business. This serves as a powerful marketing tools that businesses often choose to share with their clients and partners.



KENT STATE UNIVERSITY

Ann Mariko Walter (awalter8@kent.edu)

Websites:

www.kent.edu

www.kent.edu/fashion

www.kent.edu/fashion/NYCFashion

- Kent State is a well-known top-tier public research university located in Ohio
- Includes the top-ranked School of Fashion, which offers both undergraduate and graduate degree programs
- Curriculum emphasizes the importance of studying in global fashion capitals and requires students to participate in a study away or abroad program
- The NYC Fashion study away campus is located in the heart of the Garment District in New York City

PROGRAM FEATURES

- **NYC Fashion Study Away Program**
- Offers classes and programming to approximately 150 fashion students a year
- Students gain insight and work experience by engaging with industry professionals and Garment District businesses during classes, at Fashion Week, and at internships
- The school offers multiple spaces which are available for Garment District businesses to hold various events
- **NYC Fashion venue space** is available for workshops, studios, presentations, meetings, lectures, and more



LC APPAREL CONSULTING

Lenese Griffin (lenesecallee@lcapparelconsulting.com)

Website: www.lenesecallee.com

LC Apparel Consulting (LCAC) exists to educate, develop, and empower Black and Brown apparel and accessories designers through every stage of product development and manufacturing—both domestically and internationally. Our work is rooted in quality, integrity, and access across all apparel and accessory categories.

Program Features

Made in Midtown: NYC Garment District Supply Chain Lab & Interactive Industry Tour is a workforce and business development initiative designed to strengthen the economic vitality of New York City's Garment District by connecting entrepreneurs, emerging designers, small businesses, and industry professionals directly to the District's manufacturing and fashion ecosystem. Through a combination of workshops, one-on-one technical assistance, networking events, marketing opportunities, and experiential learning, participants will gain practical knowledge of the apparel supply chain, product development process, sourcing strategies, production planning, business operations, and growth strategies necessary to build sustainable businesses, unlike traditional classroom-based programs, Made in Midtown utilizes the Garment the district itself is a living classroom. Participants will engage directly with local manufacturers, patternmakers, sample rooms, fabric suppliers, trim vendors, and other industry service providers through guided tours, hands-on demonstrations, and industry networking opportunities. This approach increases awareness and utilization of District resources while preserving and promoting the legacy industries that have made the Garment District a global fashion hub. The program is designed to support multiple District industries, including manufacturing, wholesale trade, retail trade, professional and technical services, arts and entertainment, and entrepreneurship. By combining education, relationship-building, and direct business support, the program aims to increase participant business readiness, strengthen local supply chain engagement, create new business opportunities, and foster long-term economic growth within the Garment District.



MANHATTAN CHAMBER OF COMMERCE

Maggie Paruta (mparuta@manhattancc.org)

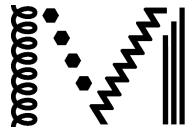
Harry Chen (hchen@manhattancc.org)

Website: www.manhattancc.org

- The Manhattan Chamber of Commerce exists to protect and grow Manhattan's commercial life. We fight tirelessly for the owners who drive this city, and building the research and practical solutions that the businesses, workers, and entrepreneurs of this borough need to thrive.
- This program is designed specifically for non-fashion retailers and hospitality businesses in the Garment District. Spanning from September to February experts will help businesses plan, launch, and assess a high-impact strategy for the 2026 holiday rush.
- Businesses will increase operational efficiency, sharpen their marketing, and build lasting partnerships with neighboring business owners.

Program Features

- **1:1 Personalized Virtual Coaching:** A custom Business Assessment and Online Presence Audit to build and execute your specific growth plan. *Note - every business will be offered two 1hr consultations to support the delivery of the Assessment & Audit and up to 30 businesses will be offered ongoing monthly coaching sessions to further strategize and implement findings from the assessments.
- **Targeted Monthly Virtual Workshops:** Actionable training on marketing and digital transformation to drive sales for the 2026 holiday season.
- **Weekly Virtual "Ask Me Anything" Sessions with a Business Coach**
- **District Networking:** Direct connections with local retailers to spark cross-promotions and collaborative partnerships.



**Materials
for the Arts**

New York City
Department of
Cultural Affairs

Friends of Materials for the Arts

Tara Sansone (tsansone@mfta.nyc.gov)

Nikita Shah (Nikita.untitled@gmail.com)

Websites: www.materialsforthearts.org and www.nyc.gov/mfta

Materials for the Arts (MFTA) provides NYC arts nonprofits, public schools and city agencies with access to free materials. We strive to keep valuable materials from entering the landfill and put these materials into the hands of arts professionals, educators and students across the five boroughs. We give unwanted items the opportunity to become something new through Creative Reuse, inspired education and unlimited imagination. Better than new; it's renewed. The City of New York funds infrastructural and operational costs for MFTA, and it falls upon **Friends of Materials for the Arts (FOMA)**, MFTA's nonprofit partner, to support other initiatives to reach a broader audience through our Education Center which reaches thousands of people by hosting our Artists-in-Residence program, Designer-in-Residence Program, Gallery program, Third Thursday program, Professional Development program, Workforce Development Program for Young Designers and Field Trip/In-School Residency programs.

Program Features

- **Internship Placement:** Two seniors from High School of Fashion Industries will be matched with Mi Jong Li to learn firsthand, how to create a collection, run a factory and how to develop and market a highly detailed, exclusive fashion line for women. This 8-10-week program takes place in the heart of the Garment District.
- **Workshops:** Materials for the Arts Young Designer's Workforce Development Program will provide five high school students from the High School of Fashion Industries in NYC, with a meaningful and transformative learning experience that will prepare them for a career in the fashion industry and NYC's Garment District. Workshops led by garment district professionals will provide a critical view into the world of the fashion industry and frame the young students' understanding of how to take the steps necessary to learn and thrive in the industry.



M&S SCHMALBERG FLOWERS

Adam Brand (Adam@customfabricflowers.com)

Website: www.customfabricflowers.com

M&S Schmalberg has made handmade fabric flowers in New York City's Garment District since 1916. A fourth-generation family business, we offer behind-the-scenes factory tours and hands-on flower-making experiences that introduce entrepreneurs, designers, students, and small businesses to real garment district manufacturing. As one of the last flower factories left in the district, we help keep this trade visible and alive.

Program Features

- Behind-the-scenes tours of a working 110-year-old flower factory.
- Opportunity for hands-on flower-making experiences.
- Firsthand insight into production, craftsmanship, and sourcing.
- A look at how a small-scale New York manufacturer actually operates
- Introductions to garment district manufacturing for entrepreneurs, designers, and students



MADE IN NYC

Taylor Novick-Finder (taylor@madeinnyc.org)

Website: <https://www.madeinnyc.org/learning-lab>

- "Made in NYC" is a Pratt Center for Community Development initiative
- The program provides support to makers and manufacturers across the five boroughs through workshops and creative services offered by school faculty members
- Local manufacturers and makers have access to marketing and branding resources, as well as skill-building opportunities
- The program has over 1500 members, offering a supportive community of industry peers to help grow their companies and leverage world-class expertise

PROGRAM FEATURES

- [B2B Sales Growth for Garment Manufacturers](#) is a B2B Sales Growth program for manufacturing businesses. Additional details and program schedule can be found on their website's program page.
- Internship Program: Matches eight Garment District businesses with students for marketing and communications internships. The applications for the current program year have closed, and will be available again in the next cycle
- [The Factory Photography Program](#) is accepting applications for the summer cohort until June 30th. The program creates factory profiles for participants, which are showcased at networking events. Summer cohort profiles will be featured at the fall event. Additionally, the program provides 1.5 hours of photography services, including commercial space, team photos, and product shots, to help businesses improve their branding and marketing efforts.
- Networking Events: Two networking events will be available for manufacturers, businesses, entrepreneurs, craftsmen, designers, and BDC partners to connect and collaborate. One in June and the other in November.



PROJECT GOLDEN BEAR

George Kalajian (info@projectgoldenbear.org)

Website: <https://projectgoldenbear.org>

We will preserve and revitalize the timeless artistry of couture fashion craftsmanship by offering apprenticeships through which participants will learn time-honored skills through the production of Golden Bears to give to sick children.

Recognizing the dwindling practice of apprenticeships in this esteemed craft, we are committed to safeguarding the invaluable knowledge passed down through generations. Through education, mentorship, and hands-on training, we empower aspiring artisans to master the intricate techniques and exquisite details that define couture fashion. By preserving this legacy, we not only honor the rich heritage of our craft but also inspire creativity, sustainability, and excellence in the fashion industry for generations to come.

Program Features

- We will begin by teaching young enthusiasts the art of cutting, laying the foundation for their journey into couture craftsmanship.
- To provide a realistic learning experience, participants will work within an actual factory setting allowing them to gain firsthand exposure to the processes and dynamics of the fashion industry.
- While learning cutting techniques, participants will simultaneously engage in the creation of products within the factory.
- As participants develop proficiency in cutting, they will have the opportunity to expand their repertoire and tackle additional tasks within the factory.
- Once participants demonstrate mastery in specific skills, they will be integrated into real client projects within the factory.
- One of our primary goals is to empower these apprentices to one day establish their own ateliers.



THE RETHREAD PROJECT

Carisa Kelly (carisa@rethreadproject.org)

Adam Friedman (avfriedman112@gmail.com)

Website: www.rethreadproject.org

The ReThread Project, a 501(c)(3) nonprofit fosters sustainable costume and garment production and preservation essential to the vitality of New York's film, theatre, fashion and performing arts communities through workshops, scholarships, apprenticeships and the creation of affordable space.

Program Features

Garment Works

- Working to secure a building with long term below market rate rents
- Apprenticeship program for costume inside working costume shops
- "Working" museum highlight history and the makers of today



JACQUES LOUIS + SEWING FOR REFUGE

Naika Colas, Founder & Program Lead (jacqueslouisc@gmail.com)

Sewing Workshop Coordinator: (sewingforrefuge@gmail.com)

Websites: www.jacqueslouisc.com and www.sewingforrefuge.com

Jacques Louis, a sustainable clothing manufacturer, and Sewing for Refuge, a nonprofit workforce development initiative housed under Jacques Louis, are working to strengthen New York City's Garment District through workforce development, ethical manufacturing, and sustainable business practices. The program supports refugee, asylum-seeking, and immigrant garment workers in developing advanced technical sewing skills that increase their competitiveness for employment with NYC fashion businesses offering ethical, livable-wage opportunities. In parallel, Jacques Louis works directly with fashion businesses to strengthen responsible supply chains, environmental sustainability strategies, regulatory preparedness, and sustainability reporting.

Program Features

GARMENT WORKER TRAINING + WORKFORCE DEVELOPMENT SEWING FOR REFUGE

- Provide hands-on technical workshops for approximately refugee, asylum-seeking and immigrant garment workers, with training in luxury sewing, patternmaking, mending, tailoring, specialty materials, and other industry-relevant sewing techniques.
- Strengthen participants' technical skills and workforce readiness to help them become more competitive candidates for employment opportunities within New York City's Garment District.
- Build connections between skilled garment workers and fashion businesses seeking experienced production talent while supporting pathways toward ethical and livable-wage employment.

SUSTAINABLE BUSINESS DEVELOPMENT + RESPONSIBLE BUSINESS JACQUES LOUIS

- Work with Garment District businesses on supply chain management, environmental sustainability, responsible business practices, and strategies for strengthening local production.
- Provide guidance related to NYC sustainability regulations, sustainability reporting, and integrating environmental and social responsibility into long-term business strategy.
- Support a stronger local fashion ecosystem by connecting workforce development, responsible manufacturing, sustainability, and economic opportunity within New York City's Garment District.

The Industrial Future Studio

GARMENT DISTRICT PRODUCTION & GROWTH LAB

Stacey Weismiller, President & CEO (staceyweismiller@industrialfutures.org)

Website: www.industrialfutures.org

The Industrial Future Studio is a mission-driven advisory and program-delivery practice that helps manufacturers and small businesses—and the public and private partners that support them—translate strategy into execution. IFS designs high-trust programs, builds partner networks, and supports technology adoption, operational improvement, workforce development, sustainability, and inclusive industrial growth.

The Industrial Future Studio will deliver a free, relationship-led program for garment manufacturers, contractors and suppliers in the Garment District. The program is a technology driven program focused on how you can reach prospective clients and communicate your value clearly to increase sales. Leveraging technology like AI, to tell your story to new clients we will focus on how and where to best leverage tools for your business. The garment industry has traditionally thrived on personal relationships that make sales happen, and as brands increasingly ask vendors to use new technologies for orders, this program will help ensure your most critical selling points stay visible through those new tools.

Program Features

BRAND VISIBILITY WORKSHOP

- Join a two-hour workshop with representatives from participating brands to uncover the key areas you need to adjust to increase your visibility. This workshop will focus on using AI as a key tool to enhance your business model and search features.
- Learn how to use AI to capture how brands present their most important selling points and the formats they use to make sourcing decisions, and how technology can help tell your story to new clients.

TARGETED PLANNING AND INDIVIDUAL ASSISTANCE

- Individual and small-group mentoring assistance to help you build a plan for adjusting your company's internal operating systems to tell your story more clearly, respond to brand requests more efficiently, and position yourself for new business opportunities.
- Together, we'll work through practical next steps to strengthen your readiness and visibility with brands, including how to:
 - Organize the technical and operational information brands require
 - Improve onboarding readiness
 - Structure internal information
 - Enhance your visibility with brands
 - Respond to brand requests more efficiently



Turnstile Tours & Studio

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Cindy VandenBosch (cindy@turnstiletours.com)

Website: <https://turnstiletours.com/garment-district-alliance>

Turnstile Tours & Studio is a New York City-based social enterprise that works with nonprofits, cultural organizations, and businesses to help them welcome the public. We do this both through developing and operating engaging, entertaining, and educational tours and public programs in partnership with sites such as the Brooklyn Navy Yard and Brooklyn Army Terminal, and through consulting with clients in many areas of public engagement and capacity building, including program development, organizational planning, staff training, and accessibility.

Program Features

Taking Visitors inside Industry

- This four-part workshop will help businesses develop in-person experiences, such as factory tours, hands-on workshops, and other activations of your spaces, as a way to engage the public, share your company story, and generate earned income.
- Participants will work collaboratively to develop strategies for activating their spaces for engagement with visitors based on their available resources, target audiences, and business goals.
- Participants will learn techniques and best practices in storytelling, public speaking, accessibility, visitor communications, marketing, and operational logistics for tours and events.
- The four-part series has three virtual class sessions and one in-person factory tour.



VANGUARDE DIGITAL LLC

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Khalilah Webster (khalilah@vanguardenyc.com)

Websites:

<https://vanguard.digital>

<https://mvpaccelerator.ai>

VANGUARDE DIGITAL LLC has delivered technology training, workforce development, and business consulting across New York City for over 15 years. A certified MBE, we help small businesses remove technical barriers and embrace digital transformation through accessible, hands-on programming. As an Industry Alliance partner with several universities across the tri-state, VANGUARDE bridges academic innovation with real-world business needs, helping more than 25,000 firms build capacity, adopt new technologies, and compete in an increasingly digital economy.

Program Features

- Workshops in Generative AI, Design Thinking, and Cloud Infrastructure—no technical background required
- One-on-one consultations helping businesses implement AI tools, build digital presence, and modernize operations
- Paid apprenticeship placements connecting businesses with trained Digital Transformation Specialists at no cost
- Networking showcases featuring live AI demonstrations, peer learning, and technology vendor connections
- AI-powered digital marketing support helping businesses create professional content and expand online reach