

Public-Sector Digital Marketing Agency

Federal agencies · State, local & municipal government · Colleges and universities

WHO WE ARE

Bison Federal Group is a full-service digital marketing agency headquartered in Dayton, Ohio. We serve federal agencies, state and local governments, and colleges and universities — organizations that are accountable to the public and where marketing performance actually matters. We are SAM-registered, procurement-compliant, and built around the accountability standards that federal contracting demands.

We are very good at what we do. We are affordable because we don't bullshit. No inflated retainers. No unnecessary layers. Senior-level strategy and execution from people who have done this — at a price that reflects a lean operation, not a bloated one.

CORE CAPABILITIES

Digital Campaigns & Paid Media Search, social, display, streaming, and programmatic across federal and public-sector audiences.	Recruitment Marketing End-to-end campaigns from awareness to application for government agencies, law enforcement, and universities.
Brand Strategy & Identity Positioning, messaging frameworks, visual identity, and brand guidelines.	Content & Creative Production Copywriting, video scripts, photography, graphics, and social content — produced in-house.
Lead Generation & Nurture Funnel-based strategies with custom landing pages, email sequences, and CRM integration.	Analytics & Reporting Real-time dashboards, performance reporting, and data-driven optimization.

OUR TEAM

Senior-level execution on every engagement. No account coordinators, no chain of handoffs — the people who scope your project are the people who execute it.

Michael Rarick	President / Project Leader	Founder and President of Bison Federal Group. MBA with 10 years of marketing and advertising experience. Serves as Project Leader and primary point of accountability on every engagement. Holds signing authority for all proposals and contracts.
Alex Goebel	Senior Program Manager	10 years as a U.S. Air Force Program Manager, most recently Lead PM on an Air Force Top 3 / \$80B program at Wright-Patterson AFB. Direct responsibility for cost, schedule, and performance across teams ranging from 2 to 250 personnel. Currently Senior Manufacturing Program Manager at HII Technical Solutions.
Sean Clark	Brand & Marketing Strategy Lead	Brand marketing leader with experience across apparel, retail, SaaS, wellness, and CPG. Specializes in GTM strategy, lifecycle/CRM, brand positioning, KPI architecture, and creative direction. Currently Director of Marketing Strategy at Doctronic; prior leadership at Athlete One, One Golden Thread, Publish Brand, and Hurley.

Madison Ruos

**Digital Advertising &
Account Management**

Senior Technical Account Manager at Vendasta with 8+ years managing complex enterprise portfolios across Google and Meta. Leads end-to-end campaign strategy, executive-level QBRs, and measurable performance outcomes including CTR, ROAS, and CPA improvements. Bridges client strategy, product, and engineering.

**Everitt
Townsend**

**Video & Creative
Production**

Founder and CEO of E.T. World Productions LLC since 2022. Specializes in videography, photography, and graphic design. Sustained production experience including Technical & Communications Director at Grace Point Fellowship, Chapel Media Producer at Miami Valley Christian Academy, and Production Director at Summit Church Cincinnati.

CONTRACT INFORMATION

UEI	UTUEKK7PMMW5	PRIMARY NAICS	541810 — Advertising Agencies
CAGE CODE	208U5	ADDITIONAL NAICS	541430, 541511, 541519, 541613, 541910
EIN	42-1954200	PSC CODES	R408, R699, B500, B501, B504
ENTITY TYPE	Single-Member LLC, Ohio	CONTRACT VEHICLES	SAM.gov open market, BPAs, IDIQs, GSA MAS 541 (in progress)
SMALL BUSINESS	Yes — SBA Self-Certified		
SAM.GOV STATUS	Active		

WHY BISON FEDERAL GROUP

- **Lean delivery model**
Senior-level execution on every engagement. No coordinators, no markup for overhead you don't need.
- **Public-sector built**
SAM-registered and built from the start around government procurement and accountability standards.
- **Cleared & federally experienced**
Senior Program Manager with TS/SCI clearance and 10 years of Air Force program management on major defense programs.
- **Vetted specialist bench**
1099 contractor network with deep experience across digital, brand, creative, video, and analytics — right-sized for every project.
- **Direct accountability**
Single point of contact: Michael Rarick, President. Every deliverable owned end-to-end by the Bison Federal team.

Michael Rarick
President

(513) 318-9197
bisonfederalgroup.com

Dayton, Ohio
UEI: UTUEKK7PMMW5 · CAGE:
208U5