

# Digital Communications

## OVERVIEW

The St. John Group (TSJG) has provided strong digital communications solutions to the Centers for Disease Control and Prevention (CDC) since 2006. The St. John Group is a Veteran-Owned Small Business (VOSB) that holds two GSA Multiple Award Schedules (MAS) and two NITAAC CIO-SP3 Small Business GWACs that support Federal procurements.

*Since 2019, The St. John Group has partnered with Tanaq Management Services and Tanaq Support Services.*

*Tanaq is an Alaska Native Corporation (ANC) and SBA Certified 8(a) organization. Tanaq's 8(a) status enables Federal customers to streamline the acquisition process through the direct award mechanism.*

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## Digital Communications Solutions

- Public Health Communications
  - Market Research and Strategy
  - Strategic Planning & Implementation
  - Education & Training
- Web & Social Media Development
  - Website Development & Support
  - SharePoint Development & Support
  - Social Media Development & Monitoring
  - Social Media Evaluation & Optimization
- User Experience / Analytics
  - User Experience Planning & Design
  - Digital Metrics Collection and Analysis
  - Analytics Dashboard Development
  - Section 508 Compliance
- Content Development / Management
  - Content Strategy Development
  - Content Creation for Agency Sites, Social Platforms, and Global Audiences

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## Representative Digital Communications Customers

CDC Global Health Center (GHC)

CDC National Center for Emerging and Zoonotic Infectious Diseases (NCEZID)

CDC National Center for Immunization and Respiratory Diseases (NCIRD)

NIH National Heart Lung and Blood Institute (NHLBI)

## Work Descriptions (detailed on the following page)

NHLBI User Centered Research and Analytics

GHC Digital Communication Support Services

GHC Strategic and Risk Communication Support

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## COMPANY & CONTACT INFORMATION

### The St. John Group, LLC

UEI: KYE8MKR3M4F5

Small Business / Veteran-Owned Small Business

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

Nathaniel St. John, CEO

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GSA Multiple Award Schedule (MAS): GS-10F-0010Y

- SIN 541611 Management and Financial Consulting

GSA Multiple Award Schedule (MAS): GS-35F-0479U

- SIN 54151S Information Technology Professional Services
- CIO-SP3 Small Business GWAC: HHSN316201200180W  
CIO-SP3 HUBZone GWAC: HHSN316201300002W

### Strategic Partner: Tanaq Management Services

UEI: WJ21VL51LDV4

Alaska Native Corporation (ANC) / 8(a) Certified

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

Anthony Barbagallo, Director of Client Relations

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SBA Business Opportunity Specialist (for Tanaq)

Shelly Berna, SBA Alaska District Office

420 L Street, Suite 300, Anchorage, AK 99501

email: [shelly.berna@sba.gov](mailto:shelly.berna@sba.gov)

mobile: (907) 519-8068

# Select Digital Communications Projects

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## NHLBI USER CENTERED RESEARCH AND ANALYTICS

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Period of Performance: 09/20/2017 – 09/19/2024

Contract Number: HHSN268201700017B

CO: Melissa Ramos

COR: Michael Ahmadi

Personnel: 1x Senior UX Strategist; 1x Project Director; 1x Senior Analytics Strategist; 1x Digital Analyst / UX Researcher; 3x Senior Content Strategist; 2x Digital Dashboard Developers

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**Activity:** The St. John Group provides comprehensive Usability support to the NIH National Heart, Lung, and Blood Institute (NHLBI). Activities include:

- Strategic Direction – Planning and implementation of analysis methods and tools including formative research, Web analytics, Web based surveys, focus groups, market research, and usability testing.
- User Experience Research – Conducting key audience analyses through various methods to understand their perceptions of and needs for information from the NHLBI.
- Analytics Dashboard – Developing and supporting the NHLBI Metrics/Analytics Dashboard to make metrics easily accessible and highly usable by OSPEEC and all communications partner teams.
- Market Research and Content Strategy Development – Providing content expertise and editorial management capabilities to develop communications for specific audience verticals.

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## GHC DIGITAL COMMUNICATION SUPPORT SERVICES

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Period of Performance: 06/01/2021– 05/31/2026

Contract Number: 75D301-21-C11011

CO: Kristopher Lemaster

COR: David Tucker

Personnel: 1x Program Manager; 2x Sr Level Web Developers; 4x Web Developers; 1 Social Media Manager

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**Activity:** Tanaq Health and The St. John Group (as Teammate) provide extensive Digital Communications Support to the CDC Global Health Center. Activities include:

- Website Production Support – Providing web development and programming support for advanced web products for the CDC Global Health website. ([www.cdc.gov/globalhealth](http://www.cdc.gov/globalhealth))
- Usability Support for Websites – User experience (UX) support that includes wireframes, mockups, and information architectures for the global health site, and usability testing as required.
- Social Media Content, Strategy Development, and Implementation – Developing, clearing, and posting social media content across GHC and Agency-wide channels.
- Social Media Monitoring, Evaluation, and Reporting – Gathering, analyzing, interpreting, and reporting on GHC social media metrics.

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## GHC STRATEGIC AND RISK COMMUNICATION SUPPORT

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Period of Performance: 08/31/2020 – 08/30/2023

Contract Number: 75D301-20-C-09511

CO: Kristopher Lemaster

COR: David Tucker

Personnel: 1x Program Manager; 2x Sr. Level Web Developers; 4x Web Developers; 1 Social Media Manager

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**Activity:** Tanaq Health and The St. John Group (as Teammate) provided strategic and risk communication support to the CDC Global Health Center. Activities included:

- Implemented regional and country-specific health communications strategies for US Mission leadership, host country government, multilateral and non-governmental partners, and DC policy makers.
- Supported country offices in developing risk communication and community engagement strategies to ensure messaging and activities are effective for social and cultural contexts.
- Trained spokespersons and/or staff developing messages on risk communication and community engagement methods and best practices.
- Analyzed and responded to online misinformation.