DSR STRATEGIC

FROM STRATEGY TO EXECUTION

Direct Solution Resources
16131 Lancaster Highway, Ste 120 #175
Charlotte, NC 28277

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P: (980) 286-2755

CAGE Code: 8RAH2
UEI: LE6LWBVAZQX6

COMPANY PROFILE

Direct Solution Resources dba DSR Strategic (DSR) strengthens brands through compelling visual storytelling, multimedia content, and creative campaigns that connect with audiences and inspire action. We partner with government agencies, nonprofit organizations, and private sector clients to deliver clarity, execution, and measurable outcomes. Our work includes producing video and digital media that enhance brand identity and training efforts, while also providing leadership development experiences that sharpen strategy and strengthen teams. Grounded in project management discipline, we bring the right people, tools, and expertise to drive transformation, engagement, and lasting impact.
From strategy to execution — we deliver!

CORE COMPETENCIES

Multimedia & Visual Content Creation: Video Production · eLearning Modules · Storyboarding · Graphic Design · Branding · Creative Messaging · Digital Campaigns · Content Strategy
Brand Strategy & Engagement: Creative messaging · Audience Engagement · Storytelling Campaigns that build trust & visibility
Project & Program Management: Planning & Implementation · End-to-End Delivery · Waterfall · Agile · Hybrid · PMO Setup · Risk & Schedule Management · Stakeholder Communication
Strategic Consulting & Leadership Development: Change Management · Business Process Improvement · Organizational Strategy Leadership Coaching · Team Development · Training & Facilitation
Real Estate Services: Licensed Broker (NC) · Property Management · Property Preservation · Foreclosure Support · Site Maintenance
Administrative Services: Scheduling & Calendar Management · Document Preparation · Reporting & Correspondence

DIFFERENTIATORS

Brand-First Approach: We lead with creative storytelling to strengthen organizational identity and connect with audiences
Creative & Structured Delivery: Blend of branding expertise and project management discipline ensures successful execution
Proven Experience: 20+ years spanning federal modernization, Treasury-funded initiatives, and creative media campaigns
Certified Expertise: PMP-certified, Maxwell Leadership certified, Licensed NC Real Estate Broker
Small Business Agility: Nimble and scalable team able to adapt quickly to client needs

FEDERAL, STATE, & LOCAL GOVERNMENT CERTIFICATIONS

- MWBE (Minority & Women Business Enterprise) – City of Charlotte
- SBE (Small Business Enterprise) – City of Charlotte
- HUB (Historically Underutilized Business) – State of North Carolina
- NCSBE (North Carolina Small Business Enterprise) – State of North Carolina
- SPSF (Small Professional Services Firm) – Department of Transportation, State of North Carolina

Pending Federal Certifications:

- WOSB (Women-Owned Small Business)
- EDWOSB (Economically Disadvantaged Woman-Owned Small Business)
- SDB (Small Disadvantaged Business)
- SBA 8(a)

NIGP CODES

Project & Program Management
- 918-75 – Management Consulting
- 958-77 – Project Management Services
- 918-90 – Strategic Technology Planning and Consulting Services

Real Estate & Property Services
- 946-65 – Real Estate Services (Including Appraisal and Broker Services)
- 958-83 – Property Management Services
- 958-26 – Construction Management Services
- 961-21 – Building and Facility Maintenance Services

Training & Leadership Development
- 924-35 – In-Service Training (For Staff Development)
- 918-38 – Education and Training Consulting

Administrative & Professional Services
- 958-16 – Business Management Services
- 961-30 – Document Preparation Services
- 918-06 – Administrative Consulting

Media, Branding & Content Creation
- 915-06 – Audio/Video Production Services
- 915-22 – Communications and Media Related Services

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NAICS CODES

Project & Consulting Services
- 541611 – Administrative Management and General Management Consulting (Project Management, Strategic Planning)
- 541618 – Other Management Consulting Services (Specialized & Sector-Specific PM Consulting)
- 561110 – Office Administrative Services (Project Coordination, Scheduling & Documentation)
- 541612 – Human Resources Consulting Services
- 541613 – Marketing Consulting Services
- 611430 – Professional and Management Development Training (Leadership Coaching & Development)
- 611710 – Educational Support Services

Administrative Support
- 561320 – Temporary Help Services
- 561499 – All Other Business Support Services
- 561990 – All Other Support Services

Creative & Multimedia Services
- 512110 – Motion Picture and Video Production
- 541430 – Graphic Design Services
- 541921 – Photography Studios, Portrait
- 541922 – Commercial Photography

Real Estate Services
- 531210 – Offices of Real Estate Agents and Brokers
- 531311 – Residential Property Managers
- 531390 – Other Activities Related to Real Estate
- 531311 – Real Estate Property Management

PAST PERFORMANCE & REPRESENTATIVE EXPERIENCE

Content Development & Media Hosting
Creator and host of Goal Diggin with Dagmar, a YouTube-based interview and thought leadership series focused on empowerment, entrepreneurship, and goal setting. Produced, scripted, and managed weekly shows from concept through post-production, demonstrating expertise in storytelling, audience engagement, and visual media management.
youtube.com/@goaldigginradio

Multimedia Production & Creative Services (Branding, Training, and Video Storytelling)
Extensive creative and production leadership across comprehensive multimedia campaigns. Portfolio samples include 12 graphic design examples spanning social media, event materials, promotional templates, and branded content. Led videography and photography partnerships producing branded videos, professional event photography, portraits, and architectural imagery. Delivered end-to-end creative services from concept through post-production, including personal graphic design execution, scriptwriting, voiceover, and visual planning coordination.

Defining brands. Shot with precision. Resonating through story.
- Where Brand Meets Story - https://www.dsrstrategic.com/visualvibez
- Still Stories - https://www.dsrstrategic.com/still-stories

Statewide Medicaid Modernization Program
Supported a multi-phase enterprise modernization effort for a state Medicaid agency. Provided project scheduling, stakeholder alignment, deliverable tracking, and PMO coordination. Activities included cross-functional collaboration across policy, operations, and IT workstreams to support timely implementation of Medicaid Enterprise System modules.

Federal Treasury-Funded Payment Program
Led technical project coordination and stakeholder engagement for a high-visibility, federally funded payments initiative. Responsibilities included vendor and partner management, fraud prevention coordination, real-time testing oversight, and implementation support across mobile, web, and backend platforms in partnership with federal stakeholders.

Real Estate Portfolio Oversight & Field Operations
Managed preservation and oversight services for residential properties, including occupancy checks, maintenance coordination, site documentation, and reporting. Leveraged licensed real estate expertise to secure assets, liaise with vendors, and ensure compliance with government and private-sector requirements.