



DURRAH HURRAH

CAPABILITY STATEMENT

your partner in agile & strategic business solutions

BROOKE DURRAH, Founder & CEO

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COMPANY OVERVIEW

Durrah Hurrah specializes in organizational solutions and delivers a range of business related strategies for clients to reach, educate, and motivate their target audiences. We believe in the power of partnership and honor efficiency. As joy chasers, we're on a mission to return time back to our clients, so they have more opportunity to chase hurrahs.

DIFFERENTIATORS

Cross-Disciplinary Expertise: Supplement team with a unique blend of HR, management, and communication skills earned over 15+ years in highly regulated sectors.

Change Management Prowess: Proven success in guiding organizations through transformative periods.

Strategic Communications & Advocacy: Providing strategic counsel in brand and message development, copywriting, content production, and thought leadership.

Effective and Persuasive Storytelling: Crafting compelling narratives that result in proven successes and impactful outcomes.

Keen Eye for Detail and Timelines: Meticulous attention to detail, strict adherence to contracts, and timely execution for flawless project delivery.

Event Excellence: Expertise in creating memorable community and employee events that align with organizational goals.

CURRENT PARTNERS

- Small Businesses earning over 10M+
- Wellness Professionals & Healthcare Specialists
- Nationally Recognized Faith Leaders
- Leading Non-Profits and Executives
- Renowned International Service Orgs

CORE COMPETENCIES

Strategic Business Communications:

- Editing, Proofreading, Content Creation
- Pitch Decks, Annual Reports, Flyers, Brochures
- Ghostwriting Industry Articles and Blogs
- Thought Leadership & Multicultural Insights
- Crisis/Rapid Response

Extensive Grant Research and Writing Expertise:

- RFP, RFO, RFI, RFA, RFQ Response
- Bid Proposal and Contract Compliance
- Strategic Planning & Program Evaluation

Brand Management & Consistency:

- Website Development & Management
- Integrated Communications Campaigns
- Public Relations & Grassroots Engagement

SERVICE HIGHLIGHTS AND RESULTS:

BBB 2023 Annual Torch Awards for Ethics

Service: Led the RFP response and approach for the BBB 2023 Annual Torch Awards for Ethics on behalf of The Plumbing Shop, Inc.

Results: Timely submission of a persuasive narrative resulted in a successful award, earning the winning title for 2023. The achievement was highly publicized, providing national recognition and bolstering trust among peers and customers.

Ghostwriting for Professionals and Small Businesses

Service: Ghostwrote numerous industry articles and blogs.

Results: Empowered executives to develop a content-focused strategy, showcasing expertise to attract potential clients and expanding services for existing customers.

HR Practitioner in Healthcare and Financial Sectors

Service: Directed, hired, and managed HR practitioners for regulated sectors.

Results: Added value to the employee lifecycle; delivering tangible improvements for end-users, guests, and clients; strengthening workforces in highly regulated industries.