BLACK WOMEN MOGULS

BUSINESS SYSTEMS · MARKETING AUTOMATION · AI SOLUTIONS

UNIQUE ENTITY ID: PDW4ZE8MFCP6 | CAGE Code: 21AM9

ABOUT BLACK WOMEN MOGULS

Black Women Moguls is a business consulting firm that helps service based businesses, nonprofits, and organizations streamline operations, increase efficiency, and scale through strategic systems and technology. We specialize in business systems consulting, CRM implementation, marketing automation, AI integration, website design, lead generation, and operational strategy that help organizations reduce manual work and create sustainable processes for growth.

Rather than offering one size fits all solutions, we work closely with each client to design and implement customized systems that improve productivity, enhance the customer experience, and support long term business success.

ABOUT THE CEO

Averri Liggins brings a background in public administration, healthcare, and business to federal and private sector consulting. Her career includes experience in the administration of Governor Nathan Deal and the Georgia Technology Authority, where she supported the management of contracts exceeding $60 million. Holding a Bachelor of Science in Political Science and a Master of Public Administration, she translates her public sector foundation into consulting frameworks that serve both government and private sector clients. Since establishing Automazing Systems, she has applied her expertise in technical assistance, management consulting, and business administrative services to help organizations streamline and deliver measurable outcomes.

CAPABILITY STATEMENT

WEBSITE DESIGN

- Custom website design and development
- Landing pages and sales pages
- Website audits and optimization
- Search engine optimization (SEO)
- Plain language web copy
- Mobile-friendly and accessible design
- Website maintenance and updates

ADMINISTRATIVE, MANAGEMENT & CONSULTING

- Management consulting services
- Business start-up consulting services
- Financial management consulting services
- Strategic planning consulting services
- General management consulting services
- Records management consulting services
- Reorganizational consulting services

TECHNOLOGY & DIGITAL STRATEGY

- Marketing strategy and planning
- Email marketing campaigns and nurture sequences
- Sales funnel development
- Lead generation systems
- Lead Magnet Design
- Marketing automation setup and management
- Social media strategy
- Content planning and development

SOP DEVELOPMENT & CRM SYSTEMS

- AI tool selection and implementation
- Workflow automation with AI
- Staff training on AI tools
- Custom AI assistants and chatbots

TECHNICAL ASSISTANCE

- Staff and workforce training
- Workshop facilitation and corporate training
- Webinar development and delivery
- Program development
- Onsite and offsite consultation
- Training materials and resource development

hello@blackwomenmoguls.com | 501-779-8218 | www.blackwomenmoguls.com

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KEY PERSONNEL

Averri Liggins
CEO

Amber Owens
Director of Strategic Communications

Takia Lamb
Director of Technology & Digital Strategy

Ebonie Carzo
Director of Technical Assistance

Fancy Orwasa
Director of Research & Evaluation

PAST PERFORMANCE

THE ACCELERATION PROJECT

- Marketing Consulting Services
- Management Consulting Services
- Professional, Scientific, and Technical Services
- Business Administrative Services

AARP

- Marketing Consulting Services
- Management Consulting Services
- Professional, Scientific, and Technical Services
- Business Administrative Services

EDUCATION360, LLC.

- Marketing Consulting Services
- Management Consulting Services
- Professional, Scientific, and Technical Services
- Business Administrative Services
- Information Technology Services and Solutions

NASDAQ ENTREPRENEURIAL CENTER

- Marketing Consulting Services
- Management Consulting Services
- Professional, Scientific, and Technical Services
- Business Administrative Services
- Technical Assistance and Workforce Development

BRANDFELT ACTIVATION

- Marketing Consulting Services
- Management Consulting Services
- Professional, Scientific, and Technical Services
- Business Administrative Services
- Information Technology Services and Solutions

GOODWILL INDUSTRIES

- Marketing Consulting Services
- Management Consulting Services
- Professional, Scientific, and Technical Services
- Business Administrative Services
- Technical Assistance and Workforce Development

DELL WOMEN'S ENTREPRENEUR NETWORK

- Management Consulting Services
- Professional, Scientific, and Technical Services
- Business Administrative Services

NAICS CODES

541611—Primary: Management Consulting

541614	541618	541511	561110	561410	561499
541519	611430	611420	561920	541512	541430
561510	611710	541613			

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