











HERA
MARKETING
GROUP, LLC



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HERA MARKETING GROUP, LLC

Federal Marketplace Consultant
Proposals and Marketing

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Proposals, Marketing
Collateral Creation and Editing

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REBECCA ALFONSO

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Federal Marketplace Consulting,
Proposals and Marketing

[Learn More](#)



WHO IS OUR FOUNDER?

Rebecca Alfonso, a University of South Florida alum, is a trailblazer in her field. With years of experience constructing and editing multi-volume proposals as well as building successful marketing collateral for reputable engineering and construction firms, Rebecca Soda, throughout her career, has been instrumental in the award of over \$400 million of Federal work.

Rebecca Alfonso founded Hera Marketing Group to help smaller businesses better navigate the Federal marketplace. Her goal, as company founder and marketing/proposal consultant, is to support her clients in the pursuit of Federal government opportunities and provide marketing expertise and guidance to federal contractors, often including the creation of marketing collateral, brochures, resumes, and capability statements.

HER CAREER HISTORY

2015 - 2016
Marketing Specialist
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- Responsible for authoring and editing complex multi-volume proposals
- Edit and format narratives and sales material provided by other staff for content, grammar, and compelling narratives
- Creation of marketing collateral: presentations, brochures, trade show booths, statements of qualifications, and resumes



CONTACT

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WHAT IS HERA
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