



# Making Straight Paths

Marketing Project Management  
www.makingstraightpaths.com

Markita Samuel, President

## COMPANY OVERVIEW

Making Straight Paths is a project management firm that specializes in content marketing. We empower content marketing teams to increase company visibility and exceed campaign goals by streamlining their project management systems.

Founded in 2011 by President and PMP (Project Management Professional), Markita Samuel, Making Straight Paths focuses on its core values of Integrity, Honesty, Care, Worth, Discipline, and Impact. We believe that each project and client deserves focused attention and purposeful intention. We would love to partner with your marketing department by streamlining their marketing project management systems to gain new customers, improve traffic, and grow brand loyalty.

## CORE COMPETENCIES

- ▶ **Marketing Consulting & Strategy**
  - Marketing analysis
  - Marketing strategies
- ▶ **Project Management Support**
  - Project Management Process Assessment
  - Full Project Management
- ▶ **Customized Content Marketing System Creation**
  - Proprietary content marketing system

## COMPANY INFORMATION

**Making Straight Paths**  
2368A Rice Blvd. #267  
Houston, Texas 77005

**Main Contact - Markita Samuel**  
281-858-3040  
Markita@Makingstraightpaths.com  
www.makingstraightpaths.com

**DUNS # - 079424014**  
**TX HUB Vendor # - 14529972078**

**All Payment Types Accepted**  
**Commercial Liability Insurance**

**Certifications:**

- **State of Texas HUB**
- **City of Houston Hire First**

## PAST PERFORMANCE

- ▶ **University of Houston - Bauer School of Business**
  - Marketing strategies and program development
- ▶ **National Association of Women Business Owners (NAWBO) Houston Chapter**
  - Implemented a proprietary content marketing system that updated the organization's platforms, added two additional channels, and updated the branding, content, and message across all.

## CODES

### NAICS

- **611430 - Professional and Management Development Training**
- **541611 - Administrative Management and General Management Consulting Services**
- **541613 - Marketing & Consulting**
- **561110 - Office Administrative Services**

## KEY DIFFERENTIATORS

- Small Business allows for competitive pricing and quick response time.
- 10+ years in business.
- Women and Minority-owned firm that is actively engaged with women and minority groups and organizations focus on diversity.