



# CAPABILITIES STATEMENT

Women-Owned Business | WBE and EDGE Certified

## Beth Menduni

Chief Storyteller

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614.664.9404

### NAICS

### SIC

512100	7812
541810	7311
541430	7336
541613	8742
533110	

## TESTIMONIALS

"VSS has an incredible process that I've never experienced at any other production company. It is unique in the marketplace. Very, very fast turnaround. They are a true partner"

John Meier  
Director of Marketing  
ODW Logistics

"Every component, from the interviews and the b-roll to the music, the backdrops, and all the little details, were thoughtfully planned and executed. Video Story Studio effectively captured what's so special about the MAHG program.

Adam Seagrave  
Director of Academic Affairs  
Teaching American History

## BUSINESS SUMMARY

Video Story Studio is a strategic video marketing and messaging consultancy that transforms how businesses communicate their value to drive measurable results. We specialize in performance-driven storytelling that prioritizes human connection over portfolio pieces.

Simply put, we make stories and videos that work harder. We have assisted clients in a vast range of industries including technology, healthcare, manufacturing, financial services, retail professional services, higher education, and government.

## CORE COMPETENCIES

### MESSAGE DEVELOPMENT

- Audience analysis
- Stakeholder engagement
- Brand and campaign messaging
- Copywriting

### MULTIMEDIA CONTENT CREATION

- Video marketing strategy for multi-channel distribution.
- Evergreen video content creation.
  - Success stories and testimonial campaigns
  - Educational series
- Video scripting, recording, and editing.
- Brand and campaign identity design

## CURRENT AND PAST CLIENTS INCLUDE...

- City of Columbus
- The Ohio State University Veterinary Medical Center
- The Ohio State University Alumni Association
- Ohio Department of Education
- Ohio Deaf and Blind Education Services
- ODW Logistics
- Ignite Industrial Professionals
- Teaching American History, Ashland University
- United Women in Faith
- Women in Analytics
- Ohio Urban Community Action Network
- Community Capital Development Corporation
- UnitedHealthcare
- Columbus Urban League