

Barrus Strategic Storytelling LLC



Where Public Service Meets Powerful Media - albarrus.com

Core Competencies

- Public affairs strategy, media relations, and stakeholder engagement
- Communications material development: speeches, press releases, fact sheets, social media campaigns
- Multimedia production: photography, videography, interviews, and storytelling packages
- Staff coaching on communications processes and best practices
- Technical problem-solving for digital comms, websites, and content systems
- Crisis and disaster communications in high-stakes environments

Differentiators

- **One-man shop:** Agile, low overhead, cost-efficient.
- **Veteran expertise:** Decorated Iraq War veteran, award-winning Army news writer, Service-Disabled Veteran-Owned Small Business Certified
- **Government insider perspective:** 15+ years supporting U.S. Army Corps of Engineers, U.S. Fish & Wildlife Service, and other federal missions.
- **Grounded in public service:** Advocate of public programs; passionate about translating complex policies into plain-language benefits for the public.
- **Cross-cultural experience:** Years living in Mexico; bilingual English/Spanish; skilled at building trust across diverse audiences.

Past Performance

- **U.S. Fish & Wildlife Service:** Led public affairs strategies, increased trust and visibility for conservation programs.

- **U.S. Army Corps of Engineers:** Produced media campaigns, coached leadership, and executed crisis communications.
- **U.S. Army / 1st Cavalry Division (Baghdad & Fallujah):** Embedded combat correspondent; award-winning journalism under high-risk conditions.

NAICS Codes

- **541820 – Public Relations Agencies**
Media relations, press releases, crisis comms, community/stakeholder outreach.
- **541613 – Marketing Consulting Services**
Comms strategy, campaign planning, messaging, content strategy.
- **512110 – Motion Picture & Video Production**
Field shoots, interviews, B-roll, short documentaries, editing.
- **541922 – Commercial Photography**
Still, photojournalism, event and field photography (incl. conservation/wildland).
- **711510 – Independent Artists, Writers & Performers**
Freelance writing: articles, scripts, features, storytelling projects.

Company Data

- UEI: ZWQWC9GY7F53
- CAGE Code: 14X84
- Business Type: Service-Disabled Veteran-Owned Small Business (SDVOSB), Veteran-Owned Small Business, LLC
- Location: Albuquerque, NM
- Accepts credit card / micro-purchase

Contact

Al Barrus, Principal Barrus Strategic Storytelling LLC
Email: albarrus@albarrus.com | Mobile: 505-559-4447

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