

company description

Situated in Suffern, New York, Etched Creative has been a proud woman-owned business since our founding in 2009. We deliver results-driven brand strategy, ADA-accessible website development, trade show exhibits, and commercial print, as standalone projects or one integrated program.

Our principal-led team of information architects, designers, and developers listens attentively, documents methodically, then crafts strategies tailored to each client's needs. Client communication is at the heart of our success.

As a NYS and NYC certified WBE, we work with agencies and prime contractors as a direct vendor or subcontractor, helping our partners meet MWBE participation goals without compromising creative quality.

core capabilities

- Website Design & Development
- Brand Identity & Graphic Design
- AI Systems & Automation
- Exhibit Design & Production
- Commercial Printing & Production
- Search Engine Optimization (SEO)
- Web Marketing & Advertising
- Social Media Creation & Curation
- Content Creation & Copywriting
- Email Marketing & Newsletters
- Photography & 3D/CGI Imagery
- Video & Sound Production

differentiators

- Over 30 years in Business and Industry
- Deadline-Obsessed Project Management
- Diverse Talent - Design, Tech & Marketing
- Post-Launch Analysis & Attentive Support
- AI Solutions in Daily Production Use
- Intensive Research & Tailored Approach
- Expert in WordPress, PHP & ColdFusion
- Masters of Simplifying Complex Tech
- Outstanding Client Responsiveness
- Conversion & ROI-Driven Creative
- Accessibility-First UX - WCAG 2.1 AA
- Information Architecture Specialists



NYS WBE - File ID 72061
NYC WBE - Cert #MWCERT2024-490



Etched In Metal, LLC (DBA Etched Creative) · Founded 2009
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Andrea Witzer, CEO - andrea@etchedcreative.com
NYS & NYC Certified WBE

naics codes

541511 Web Design & SEO
541430 Graphic Design
541512 Computer Systems Design (AI)
561920 Tradeshow & Exhibit Materials
323111 Commercial Printing
541613 Marketing Consulting
541922 Commercial Photography
541890 Advertising Specialty
512110 Video Production
512240 Sound Recording Studios

nigp codes

91596 Web Page Design & Management
91551 Internet / Electronic Services
92040 Computer Programming Services (AI)
91548 Graphic Arts Services
90652 Exhibits & Displays
96600 Printing & Related Services
91522 Communications Marketing
96153 Marketing Services
91572 Photography
91509 Audio / Video Production
95877 Project Management

FMS Vendor VS00093244 | PASSPort enrolled

past performance

Sports Illustrated Nutrition:

Go-to-market strategy for SI's sports nutrition brand.

Web design & custom Shopify theme, Aug 2024 - Feb 2025, \$60,000

Brand and packaging design, March 2024 - Aug 2024, \$32,000

Marketing and sales materials, March 2024 - Present, \$35,000

Wise Choice Medicine:

Redesigned & rebuilt website and brand identity, developed content to focus on science. Ongoing support, SEO & marketing.

Website development, February - Aug 2025, \$65,000

Ongoing contract Aug 2023 - present, \$6,500/month

Rentokil:

Designed, built, & maintain 2 websites:

- Corporate informational site
- E-commerce e-learning platform plus marketing for this global enterprise.

Informational website design & development, 2024, \$28,000

E-commerce website design & development, 2025, \$75,000

Marketing program, 2026, \$55,000/year