

**RFP# - 3120003221**

**COMMUNICATIONS AND MARKETING CONSULTANTS**

**Consultant Name: Roads Consulting Group**

**Principal place of business:**

WA Office: Holyoke Bldg, 107 Sprint St, Seattle, WA 98104.

MA Office: 975-977 Saratoga St. E Boston, MA 02128.

TX Office: 13105 Northwest Fwy, Houston, TX 77040.

A handwritten signature in black ink, appearing to read "Jose Perez", written over a horizontal line.

Authorized Signatory

**Jose Perez**

Print Name of Authorized Signatory

Date: October 7th, 2025

Theresa Abadie

Office of the State Treasurer

Theresa.Abadie@treasury.ms.gov

Valid for not less than 180 days

**Contact:**

Dr Jose Perez  
CEO

jose.perez@roadscg.com

857.557.5138



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## 1. Key Staff and Roles — Acknowledged

### **Account Lead / Director – Jose Perez, PhD**

Leads scope, schedule, budget, and executive decisions; manages vendor governance and approvals. CEO and Senior Consultant at RCG; leads a 12-person team across marketing, finance, business development, grants, and HR.

### **Strategy Lead / Senior Strategist – Andrea Velásquez Torres (also Creative and Media)**

Owens annual plan, campaign briefs, KPI alignment, and test roadmap. Senior Marketing and Design Consultant at RCG; manages recurring deliverables, copy, and analytics; optimizes budgets across Meta, Google Ads, TikTok, and Instagram.

### **Creative Director – Andrea Velásquez Torres**

Sets creative standards, plain-language and accessibility checks; supervises design and production. Background includes senior marketing strategy, copywriting, and teaching in digital design.

### **Media Lead – Andrea Velásquez Torres; support: Laura Vanessa Suárez Morales**

Builds channel mix, flighting, and budget pacing; enforces brand-safety and tracking rules. Evidence of ad ops and monthly analytics; Laura adds social planning and trafficking support.

### **Project Manager / Account Manager – Andrea Camila García**

Runs task board, approvals calendar, logistics, and meeting cadences; packages monthly reports. Executive Assistant and Project Manager with strengths in research, data analysis, reporting, and coordination.

### **PR Specialist – Laura Vanessa Suárez Morales**

Owens press list hygiene, pitch support for awareness peaks, and social-to-press coordination. Senior marketing and social consultant with social media and optimization strengths; prior membership leadership supports stakeholder communications.

### **Web Lead / Developer – Fernando Morillo; backup: Andrés Hincapié**

Maintains landing paths and content; runs accessibility checks, tagging support, and front-end QA. Fernando designs and tests websites, selects imagery and typography, and supports RFP presentation files; Andrés covers integrations and full-stack troubleshooting.

### **Analyst / Data Specialist – Carlos Quintanilla**

Builds dashboards, budget and KPI pacing, reconciliations, and post-campaign readouts; supports test analysis. Background includes operations leadership, stakeholder engagement, and program support.

### **Designer – Isabella María Torres Parra; support: Catalina Franco**

Produces enrollment booklets, flyers, brochures, banners, and social assets; maintains graphic identity and templates. Isabella is a communications and design consultant for Roads with outreach content and motion graphics; Catalina adds product and graphic design plus social content development.

**Copywriter – Andrea Velásquez Torres; support: Laura Vanessa Suárez Morales**

Drafts plain-language collateral, claim guides, ad copy, and scripts; Laura supports social copy and calendar voice. Evidence of hands-on copywriting for social and email.

**Outreach Coordinator – Danyela Galeano; support: Isabella María Torres Parra**

Schedules partner events and employer meetings; prepares event kits and follow-through. Danyela leads small-business marketing and community campaigns; Isabella supports with localized assets.

**Research Associate – Andrea Camila García**

Supports buyer and awareness studies, instrument drafting, data cleaning, and visuals for monthly reports. Economist with research and grants experience; skilled in data analysis and report generation.

## 2. Qualifications and Experience — Acknowledged (Firm)

Since 2017, Roads Consulting Group (RCG) has built a reputation as a trusted partner to municipalities, economic development agencies, and community organizations across the United States. With more than 1,000 successful projects completed, we have consistently delivered programs that expand economic opportunities, strengthen minority- and women-owned enterprises, and build resilient local economies.

Our work spans from East Coast hubs like Boston and Providence to diverse and rapidly growing markets like Long Beach, Houston, and Detroit. In each engagement, we have adapted our approach to meet the needs of local business communities while delivering measurable results.

### Relevant Projects Demonstrating Our Capabilities

#### County of Travis

Roads Consulting Group, in partnership with PeopleFund, was awarded a \$2.5 million contract by Travis County to lead the **TCTX Thrive 3.0 Small Business Support Program**. This initiative is designed to empower **500 small businesses** in economically vulnerable areas of Travis County, with a strong focus on **minority- and women-owned enterprises**.



Through personalized coaching, bilingual training, capital access, and targeted cohort programs, the project delivers over **10,000 hours of technical assistance**. RCG's on-the-ground presence and deep community connections ensure culturally responsive support that drives lasting business success and economic resilience.

### **Harris County ARPA Funding Program**

In 2023, RCG launched Harris Hub, a technical assistance initiative focused on empowering minority-owned businesses in Harris County, especially those impacted by the pandemic. We expanded operations to Houston, forging partnerships with local Chambers of Commerce and promoting the program through multi-lingual channels. The program features a rigorous participant screening process, connecting eligible businesses with specialized consultants in areas like bookkeeping, business strategy, and marketing. Our TA program includes seminars and workshops that support individual business growth and foster a community of knowledge sharing, reinforced by participant feedback and monthly progress reports to ensure ongoing improvements.



### **State Of Washington, Small Business Credit Initiative Technical Assistance Program.**

Awarded a \$1 million contract by Washington State, RCG is delivering technical assistance to disadvantaged businesses under the SSBCI. Beginning in July 2024, the three-year program is designed to equip Very Small Businesses (VSBs) and Socially and Economically Disadvantaged Individuals (SEDI)-owned businesses with the tools to access capital. Our work covers areas such as program development, screening, and comprehensive financial support, with a commitment to fostering economic development and creating equitable financial opportunities for Washington's minority-owned enterprises.



Washington State  
Department of  
**Commerce**

### **Chelsea Strong Program**

Initiated in 2021, the Chelsea Strong program addresses challenges faced by Chelsea's business community post-pandemic. RCG created a bilingual website and marketing strategy, assisting businesses in accessing funding, managing social media, and implementing strategic plans. Our monthly reports detail measurable impacts, including digital engagement and financial improvements. By hosting expert-led seminars, RCG provides continuous learning and networking opportunities for participating businesses, enhancing Chelsea's economic landscape and fostering partnerships.



### **Providence Technical Assistance Program**

In partnership with the Office of Economic Opportunity in Providence, RCG designed a technical assistance program in 2022 focused on minority and disadvantaged small businesses. We developed an intake platform and digital marketing campaigns to increase program reach, offering services in digital branding, strategic business operations, and HR coaching. This program reinforces RCG's commitment to empowering businesses with the skills to thrive in a competitive digital economy.



### **Revere Small Business Revitalization Project**

Chosen to lead Revere's revitalization on Broadway, RCG supported over 40 small businesses in strengthening operations, marketing, and growth strategies. In 2023, RCG also assisted startups in crafting viable business plans, demonstrating our role in fostering successful new enterprises and enhancing local business ecosystems.



### **Chelsea Business Foundation Collaboration**

Working with the Chelsea Business Foundation, RCG connected over 55 minority-owned businesses with local institutions to increase revenue. Through workshops, webinars, and marketing campaigns, we facilitated partnerships between Encore Casino and Latino businesses, empowering entrepreneurs with resources and fostering economic growth in Chelsea.



### **City of Long Beach, Inclusive Business Navigator Program**

Selected by Long Beach as an Inclusive Business Navigator, RCG aids businesses in overcoming pandemic-related challenges through hands-on technical assistance. Our approach includes digital resource training, financial advising, and helping businesses navigate government incentives, promoting sustainable recovery and growth.



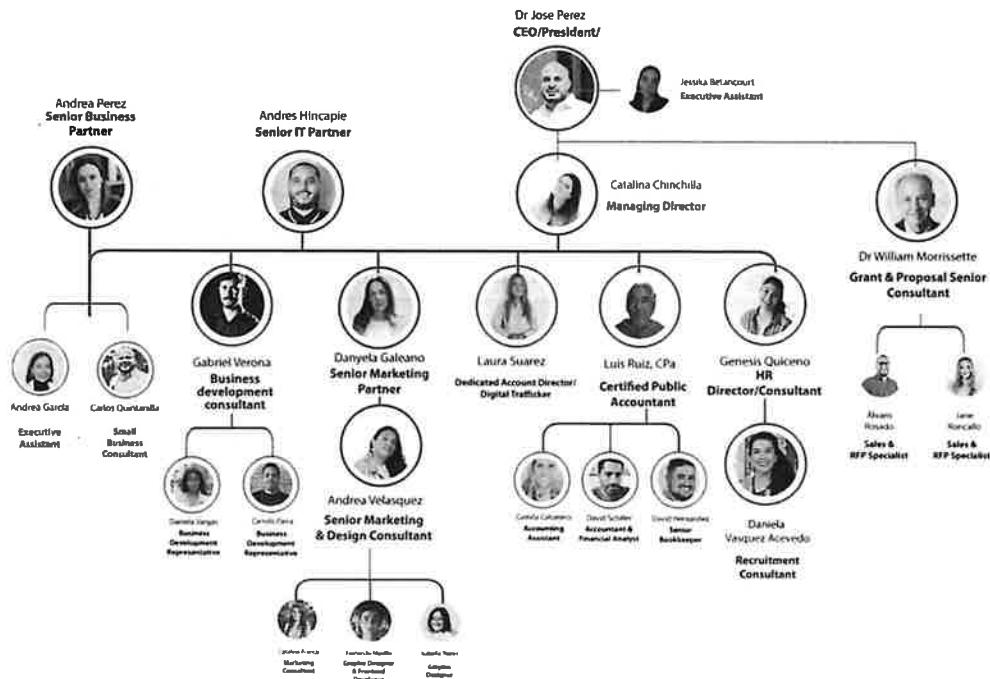
### **Multilingual Marketing for Massachusetts PHCAST Program**

RCG partnered with MORE Advertising on a multilingual campaign to promote Massachusetts' PHCAST program for home care aides. Our culturally attuned marketing and community events reached diverse language groups, demonstrating RCG's proficiency in public engagement and support for workforce development.



**Executive  
Office of  
Elder  
Affairs**

### 3. Qualifications and Experience — Acknowledged (Management)



#### Account Lead / Director — Jose Perez, PhD

- CEO and Senior Consultant at Roads Consulting Group, leading a 12-person team across marketing, finance, business development, grants, and HR.
- Former COO managing a 256-employee operation with 20M revenue and a multi-site footprint, with companywide operating system implementation experience.

#### Strategy Lead / Senior Strategist — Andrea Velásquez Torres

- 17 years in marketing roles across strategy, design, automation, and platform operations; currently Senior Marketing and Design Consultant at RCG.
- Manages client deliverables and briefs, writes social copy, optimizes budgets in Meta and Google Ads, and delivers monthly analytics reports.

#### Creative Director — Andrea Velásquez Torres

- Creative leadership with copywriting and design supervision; background includes teaching in digital design and visual communication.

#### Media Lead — Andrea Velásquez Torres, supported by Laura Vanessa Suárez

- Media planning and pacing experience across Meta, Google Ads, TikTok and Instagram; monthly and quarterly analytics reporting.
- Laura brings hands-on social and digital execution, with senior social media consulting at RCG.

**Project Manager / Account Manager — Andrea Camila García**

- Executive Assistant and Project Manager at RCG with calendar control, meeting logistics, and project coordination for leadership.
- Economist with research and report development strengths, proficient in data analysis and documentation.

**PR Specialist — Laura Vanessa Suárez Morales**

- Digital marketing and social media manager with multi-year consulting at RCG; prior stakeholder-facing role as Membership Director at a chamber of commerce.

**Web Lead / Developer — Fernando Morillo, backup: Andrés Hincapié**

- Web developer and graphic designer at RCG: designs sites, selects imagery and typography, tests and debugs, supports front-end to back-end connection, and prepares RFP graphics.
- Andrés covers full-stack needs, with experience in HTML, CSS, JavaScript, NodeJS, React and databases.

**Analyst / Data Specialist — Carlos Quintanilla**

- Operations and program management background with community and nonprofit experience; responsibilities include stakeholder engagement and marketing oversight that translate to pacing and dashboard workflows.

**Designer — Isabella María Torres Parra**

- Graphic designer at RCG producing editable templates, digital presentations, web pages, and logos; maintains graphic identity and creates online content to drive traffic and engagement.

**Copywriter — Andrea Velásquez Torres, supported by Danyela Galeano**

- Social and email copy, idea generation, and content grills, with analytics feedback loops.
- Danyela crafts social media campaigns and tailored content strategies for small businesses, useful for claim guides and saver stories.

**Outreach Coordinator — Danyela Galeano**



- Leads community-facing marketing, bilingual collateral, and e-commerce improvements; supports partner and employer activation.

**Research Associate — Andrea Camila García**

- Research and grants experience, including proposal development and applied research; documented strengths in data analysis, report creation, and project support.

**Additional social support — Laura Vanessa Suárez**

- Social media management and digital trafficking skills, adding coverage during campaign peaks.

**4. Percent availability for this contract — Acknowledged**

- Jose Perez, Account Lead, 15 to 20 percent
- Andrea Velásquez, Strategy and Creative, 25 to 35 percent
- Fernando Morillo, Web Lead and Design, 20 to 30 percent
- Andrés Hincapié, Developer, 10 to 15 percent
- Danyela Galeano, Outreach and Social, 20 to 30 percent
- Carlos Quintanilla, Analyst, 20 to 25 percent
- Andrea Camila García, Project Coordination and Reporting, 20 to 25 percent
- Isabella M. Torres Parra, Designer, 15 to 20 percent
- Laura Vanessa Suárez, Social and PR support, 15 to 20 percent
- Catalina Franco, Digital content and design support, 15 to 20 percent

**5. On-site support — Acknowledged**

RCG will provide on-site presence in Mississippi for key meetings, events, and outreach, scheduled in advance with the Account Lead and Coordinator as requested by OST.

**6. Certification regarding current contracts — Acknowledged**

RCG certifies it is in compliance with all current contracts and has the financial and staffing capacity to perform this scope. Any material change will be disclosed to OST in writing.

**7. Regulatory restrictions and litigation statement — Acknowledged**

There are no known regulatory restrictions, consent orders, material investigations, or litigation involving the firm or principals that would impede performance. If any such matter arises, RCG will notify OST promptly and cooperate fully.

## **8. On-record corporate identifiers — Acknowledged**

- Legal name, Roads Consulting Group, LLC
- Business type, Professional services
- NAICS, 541611 and 541613
- SAM UEI, VDWVD713FLX5
- Certification, NMSDC MBE GN10818
- Primary offices, East Boston, MA, Seattle, WA, and Houston, TX
- Employees, 21
- Formation date, August 22, 2017

## **9. Stop-work, E-payment, and E-Verify acknowledgment — Acknowledged**

RCG will comply with the State's stop-work provisions, accept electronic payments, and maintain E-Verify compliance for all personnel assigned to this contract. Documentation will be provided upon request.

## **10. Subcontractors — Acknowledged**

No subcontractors are proposed. Any future specialty subcontractor would require prior written consent from OST and would be bound to the same standards, pricing controls, and deliverable ownership terms.

## 11. References

### 1. Julie DeMauro

#### Transportation Manager

City of Revere, MA

jdemauro@revere.org | (781) 286-8174

#### Engagement:

RCG supported the City of Revere in transportation-related grant preparation. This included narrative development, project scoping, and submission support aligned with infrastructure and mobility goals. Julie served as the primary point of contact for coordination and deliverables.

### 2. Omar Miranda

#### Small Business Development Specialist

Department of Housing and Community Development

City of Chelsea, MA

omiranda@chelseama.gov | (617) 763-3446

#### Engagement:

RCG provided technical assistance and RFP support to the City of Chelsea to help implement small business support initiatives. This work included documentation preparation, funding navigation, and support for community-centered program proposals.

### 3. Paula Pineda

#### Assistant Director, ARPA Initiatives

Harris County, TX

paula.pineda@eco.hctx.net | (281) 686-5255

#### Engagement:

As part of Harris County's ARPA-funded technical assistance initiative, RCG was contracted to assist in program delivery, documentation, and strategy focused on equitable economic development. Paula provided oversight and coordination during the engagement.

### 4. Kadeem Leslie

#### Deputy Director of Economic Opportunity

City of Providence, RI

kleslie@providenceri.gov | (401) 680-8580

#### Engagement:

RCG worked with the City of Providence on economic opportunity initiatives, as referenced in project records. Kadeem is included on RCG's internal reference list and was involved in coordination related to municipal funding and proposal efforts.

## Staff Resumes



### **CARLOS QUINTANILLA** Business Consultant

#### CONTACT

(857) 557-5138 | info@roadscg.com  
 @roadscg | roadscg.com  
 carlos.quintanilla@roadscg.com  
 www.roadscg.com

#### WORK EXPERIENCE

##### **BUSINESS CONSULTANT**

*Roads Consulting Group, Feb 2025 -  
Current. Boston, MA.*

- Establishing communication networks with other Consultants who work as IT, marketing specialist or recruitment specialist.
- Suggesting solutions to business problems in areas like finances, payroll, marketing, business strategy and human resources.
- Working closely with key customers to keep them updated on process changes to improve service.
- Assisting clients with licensing, business grants, loans, and minority certification.
- Facilitate Seminars and workshops.

##### **DIRECTOR OF OPERATIONS (BOARD MEMBER)**

*Lynn Hispanic Scholarship Fund, Jan 2023 - Feb 2025*

- Developed strategic plans and implemented processes to achieve organizational goals and enhance operational efficiency.
- Establish operational goals, monitor performance, and implement strategies to improve productivity and efficiency
- Recruits and develops talent, establishes training and development programs, and ensures the organization has the right skills and capabilities to achieve operational objectives.
- Ensures all programs and departments meet the short-term and long-range plans.
- collaborated with cross-functional teams and managing internal and external meetings

#### EDUCATION

- B.A. in Business Management -  
Northeastern University
- Aspiring Latino Leader Fellowship  
Latinos for Educations (2019)

#### PERSONAL PROFILE

Results-driven leader with over a decade of experience in program management, operational excellence, and student engagement. Proven track record in coaching teams, managing complex programs, and fostering partnerships to support BIPOC and underserved communities. Skilled in strategic planning, data-driven decision-making, and developing equity-focused initiatives. Committed to advancing economic equity and educational access for marginalized populations.

#### PERSONAL SKILLS

Program Management: Strategic planning, process improvement, data analysis  
 Leadership: Talent development, mentorship, equity-driven practices  
 Operations: Budget management, financial oversight, project coordination  
 Onboarding: Full cycle, interviewing, training.  
 Language: Fluent in Spanish, verbal and written communication

#### CORE VALUES

Cooperation  
 Achievement  
 Determination

*Thank you!*



## JOSE PEREZ, PhD

Chief Executive Officer and  
Senior Consultant.  
Roads Consulting Group.

### CONTACT

(857) 587-5138 | [info@roadscg.com](mailto:info@roadscg.com)  
 @roadscg | [roadscg.com](http://roadscg.com)  
[jose.perez@roadscg.com](mailto:jose.perez@roadscg.com)  
[www.roadscg.com](http://www.roadscg.com)

### WORK EXPERIENCE

#### CHIEF EXECUTIVE OFFICER AND SENIOR CONSULTANT. *Roads Consulting Group, August 2017 -Current. Boston, MA.*

- Building relationship with municipalities and non-profits to support small business owners.
- Coaching CEO's and Managing Partners on overall objectives and goals of the businesses.
- Leading a group of 12 within the areas of marketing, finance, business development, grants and HR.
- Providing strategy and direction in diversified expenditure to municipalities by implementing new diversity plan.
- Maintaining and enforce exterior relationships with clients, municipalities, vendors and collaborators

#### CHIEF OPERATING OFFICER

*DPV Transportation Inc, June 2007 - March 2021, Boston, MA.*

- Motivate, lead, promote, and guide operational departments and staff to achieve obtainable goals.
- Strategic build and implemented protocol procedures to ensure productivity and increase individuality.
- Successfully operate worldwide business with over 600 global affiliates, 256 employees, five ground offices, and 90+ vehicles, 20M revenue, 16M expenditure budget and maintain 30% yearly increase.
- Contribute to the implementation of EOS operating system across the entire company.

### EDUCATION

#### PHD IN HUMANITIES

*Salve Regina University / August 2021*

#### EXECUTIVE EDUCATION

*Tuck School of Business, June 2018*

#### MASTER'S IN BUSINESS ADMINISTRATION

*Cambridge College, Boston, MA / August 2015*

#### BS IN CRIMINAL JUSTICE

*Bay State College Boston, MA / December 2012*

### PERSONAL PROFILE

I have over 14 years of experience in operations management and business administration. I have an adaptive communication style and am an analytical thinker. I have proven ability to develop and supervise cross-functional teams in fast-paced environments. Additionally, I have unmatched skills in financial planning and forecasting. My focus is on ensuring efficient operations through effective management methods and maximizing profitability. I am an excellent leader and motivator.

### EXPERTISE

Strategic Planning & Implementation  
 Organizational Restructuring  
 Financial Analysis & Planning  
 Leadership

### PERSONAL SKILLS

Time Management  
 Team Developer  
 Empower Mentor  
 Meticulous Details-oriented  
 Fluent in Spanish  
 GNMSDC (Minority Certification)  
 CORE VALUES

Discipline  
 Hard work  
 Cooperation  
 Achievement  
 Determination

*Thank you!*



**DANYELA  
GALEANO**

Small Business Marketing Consultant.  
Roads Consulting Group.

#### CONTACT

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f t i n @roadscg | roadscg.com  
danyela.galeanoleroadsag.com  
www.roadsag.com

#### WORK EXPERIENCE

##### SMALL BUSINESS MARKETING CONSULTANT.

*Roads Consulting Group, september 2022-Current. Boston MA.*

- Study clients profiles and operations to understand their market needs.
- Assist small businesses in creating and implementing the best possible strategies to reach their target audience.
- Develop communications and marketing plans for small businesses.
- Provide advice on branding, positioning, communications, and other marketing issues
- Guide and advise small businesses to implement and adopt marketing processes and procedures within their companies.
- Generate content for digital channels focused on the Latino community that owns small businesses in the New England area.
- Plan of the dissemination and communication strategy directed to Small Businesses.
- Implementation of marketing campaigns to promote business services and consultation for local owners in the New England area.
- Perform all activities to promote clients websites including Search Engine Optimization, Social Media Optimization, Search Engine Marketing, and Email Marketing.
- Develop and nurture long term relationship with clients and small business in the area.

##### CEO AND OWNER DC MARKETING

*Advisory 02/2022-current. Boston MA*

- Create marketing and branding strategies for companies
- Help and teach companies how to be present in the social media world and why is important.
- Content and photograph creator
- Create and handle social media profiles for companies.

#### EDUCATION

##### BACHELOR OF ARTS: FASHION DESIGN

*University Bolivarian of Medellin. Co / 2012.*

##### MANAGEMENT AND PROSPECTIVE STRATEGY

*University Bolivarian of Medellin. Co / 2012.*

#### PERSONAL PROFILE

Creative Fashion Designer, hardworking and detail-oriented. Expert at working on marketing, merchandising and social media in different companies. With extensive knowledge of fashion design software programs, digital marketing, business administration and customer service. Great communication skills with a deep passion for innovation and marketing as well as a strong determination to help strengthen the position of companies in the digital world, increase their sales and retain their target market. I'm a problem solver with an eye for detail, I excel at managing work teams and developing new products.

#### EXPERTISE

Marketing & Merchandising  
Sales/Trends  
Illustrator  
Projects management

#### PERSONAL SKILLS

Creative thinking  
Team player  
Leadership  
Detail oriented

#### CORE VALUES

Integrity  
Generosity  
Responsibility  
Discipline  
Positivity

*Thank you!*



**ANDREA  
VELASQUEZ**

Senior Marketing Consultant

## WORK EXPERIENCE

### MARKETING CONSULTANT / GRAPHIC DESIGN BOLT- ARUBA/MEXICO

- Graphic design for social media content and business materials.
- Strategy and overview for events and business expansion.

### COLLEGE PROFESSOR INSTITUCIÓN UNIVERSITARIA EAM

- Curriculum development for the programs offered at the university in the School of Advertising and Communications
- Focusing on courses in Digital Visual Design and Digital Marketing and Advertising.

### PUBLICIST SENA - QUINDIO

- Graphic Design and Digital Marketing Strategies for various departments within the institution
- Training in programs related to digital content creation
- Leading the CREAMAS research group.

### MARKETING MANAGER ALDEA - BOGOTÁ D.C.

- Copywriting and content design for social media, conceptualization and merchandising.
- Strategy for social platforms.
- Consultant for brand events.

### DIGITAL MARKETING SPECIALIST ONLY A CLICK -FLORIDA - US

- Graphic design team overview.
- Strategy and reporting.
- Copywriting
- Social media automation.

### COMMUNITY MANAGER SWORKZ - MEDELLIN, COL

- Graphic design
- Strategy and reporting.
- Copywriting.
- Social media automation.

## EDUCATION

### ADVERTISING AND MARKETING Institución Educativa EAM - 2009

### DIGITAL MARKETING SPECIALIST Hubspot - 2023

## CONTACT

(857) 557-5138 | info@roadscg.com  
f t i n @roadscg | roadscg.com  
andrea.velasquez@roadscg.com  
www.roadscg.com

## PERSONAL PROFILE

Advertising and marketing professional with over 14 years of experience in the field. Proficient in various areas such as graphic design, automation, writing, etc. I have had the opportunity to work with clients in Colombia and North America, adapting seamlessly, focusing on the growth of their businesses, and maintaining a smooth, productive, and professional working relationship. I am deeply passionate about marketing and all its components, believing strongly that those who do what they love truly excel with passion.

## EXPERTISE

Digital Marketing  
Graphic Design  
Brand Management  
Strategy

## PERSONAL SKILLS

Detail oriented  
Creative  
Proactive  
Problem solving  
Can wear any hat as needed

## CORE VALUES

Creativity  
Empathy  
Relentless  
Courageous  
Passion

*Thank you!*



## ANDREA GARCIA

Executive Assistant to the  
Senior Business Partner

### CONTACT

(857) 557-5138 | info@roadscg.com  
f t i n @roadscg | roadscg.com  
andrea.garcia@roadscg.com  
www.roadscg.com

### WORK EXPERIENCE

#### EXECUTIVE ASSISTANT

**Roads Consulting Group, March 2024 - Current, Boston, MA.**

- Professional and Personal Calendar management. Maintain complex and detailed calendars with keen attention to detail.
- Keep reminders of the Executive's meetings and events.
- Manage and assist the Executive's projects.
- Manage the coordination and logistics of both internal and external meetings and events.
- Ordering and purchasing merchandise on behalf of the Executive as requested.
- Screen incoming calls and determine the level of priority, while using caution in dispensing

#### JR. RESEARCH AND GRANTS ASSOCIATE

**Maternal+, November 2022 - Jun 2024 - Jan 2025**

- Developed research proposals and projects for public funding opportunities in the United States.
- Provided administrative support, including agenda management, analytics report creation, and various administrative procedures.
- Facilitated direct communication with stakeholders to ensure effective collaboration and project progress.

**Reference:** Adriana Soto - adriana.soto@maternal.com

#### RESEARCHER

**Octopus Force, October 2023 - Present**

- Provided technical and administrative support for the development of technology watch and competitive intelligence studies within the private business sector, including research on technological innovations, market trends, and competitor benchmarks for report creation.

**Reference:** PhD. Jaime Vazquez - jaime.vazquez@octopusforce.com

### EDUCATION

#### BACHELOR'S IN ECONOMICS

Universidad del Valle, 2023

#### GOOGLE PROJECT MANAGER CERTIFICATE

Google, 2023

### PERSONAL PROFILE

Economist with extensive experience in administrative support and research, specializing in data analysis, report creation, and project management. Skilled in logistics coordination and academic and administrative management, with a proven ability to assist projects and engage with diverse communities. Proficient in both quantitative and qualitative methodologies, adept at producing specialized reports, and committed to delivering organized and efficient support in remote work environments. Strong attention to detail and a proactive approach to problem-solving.

### PERSONAL SKILLS

- Research
- Data Analysis and Report Generation
- Project Management
- Proposal Writing
- Proficient in Analytics Software
- Administrative management
- Logistics Coordination
- Teamwork
- Administrative Assistance
- Attention to Detail
- Effective Communication

### LANGUAGES:

Spanish - Native  
English - C1

### CORE VALUES

Discipline  
Positivity  
Cooperation  
Achievement  
Determination

*Thank you!*





## CATALINA FRANCO

Junior Marketing Consultant

### CONTACT

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 catalina.franco@roadscg.com  
 www.roadscg.com

### WORK EXPERIENCE

#### JUNIOR MARKETING CONSULTANT

*Roads Consulting Group, April 2024 - Current.  
 Boston, MA.*

- Developing creative and engaging content for social media posts, including graphics, videos, and copywriting
- Developing and implementing advertising campaigns.
- Planning advertising campaigns on social media and Google Ads.
- Using a variety of digital channels to generate leads and build brand awareness.
- Creating and implementing the content strategy to ensure online objectives are met.
- Optimizing website structure and content for search engines (SEO) and/or the use of paid online advertising (SEM) are two ways a digital marketer helps to drive relevant traffic to their website.
- Managing the online presence and brand of a company.

#### COMMUNITY MANAGER

*Adriana Iondoño Jewelers - Jan 2022 - June 2023*

- Designed creative content for social media and marketing material such as brochures, flyers, emails and catalogs.
- Video and photo content creation for different platforms such as Instagram, Facebook, and TikTok.
- Created a content calendar to manage the scheduling process on social media platforms boosting audience retention.

#### COMMUNITY MANAGER

*Gulalá Cakes - 2017-2021*

- Managed and created content for social media.
- Product photography and image edition.
- Crafted captivating product labels and images tailored for special occasions.
- Established communication strategies and content plans.

### EDUCATION

#### INDUSTRIAL DESIGN GRADUATE DEGREE | 2017- 2022

Jorge Tadeo Lozano University

#### UX/UI CERTIFICATE PROGRAM | 2022 - 2023

LCI Bogotá

#### PHOTOSHOP - ILLUSTRATOR CERTIFICATE PROGRAM | 2020

Politécnico de Colombia

### PERSONAL PROFILE

- Copywriting
- Community management
- Team Work
- Problem Solving
- Verbal and Visual Communication
- Creative Thinking
- Digital Illustration
- Public relations

### EXPERTISE

Copywriting Community management  
 Team Work  
 Problem Solving  
 Verbal and Visual Communication  
 Creative Thinking  
 Digital Illustration  
 Public relations

### SOFTWARE

Adobe Illustrator  
 Adobe Photoshop  
 Rhinoceros 5D  
 5D Max  
 Premiere Pro  
 CapCut  
 Later  
 Canva  
 Monday

### CORE VALUES

Discipline  
 Positivity  
 Cooperation  
 Achievement  
 Determination

*Thank you!*



## FERNANDO MORILLO

Web developer & graphic designer.  
Roads Consulting Group.

### CONTACT

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 📱 @roadscg | roadscg.com  
 ✉ fernando.morillo@roadscg.com  
 🌐 www.roadscg.com

### WORK EXPERIENCE

**WEB DEVELOPER & GRAPHIC DESIGNER.**  
Roads Consulting Group, July 2022-Current. Boston MA.

- Designing of websites.
- Selecting and editing images for websites.
- Choosing fonts and color schemes for websites.
- Testing sites to ensure that they are working correctly.
- Putting animations or developing with code.
- Logo design and business cards.
- Supporting the graphic design team with RFP presentation.
- Helping the connection of the front with the backend.

### FINANCIAL CONTROLLER

Anse Chastanet Hotel (SYCUM) Limited, Soufriere, Santa Lucia / 2022.

- Webmastering and reviewing products for sale in the e-commerce.
- Designing graphics, videos, animations, sound editing etc.
- Sculpting pieces or artistic sculptures with digital 3D modeling programs.

### EDUCATION

**GRAPHIC DESIGN AND WEB DEVELOPER**

LCI Barranquilla

**PHP FOR WORDPRESS**

Udemy.

### PERSONAL PROFILE

I am a digital artist from Colombia who studied graphic design and web development. I have worked as an online community manager, 3D modeler/ designer for the past three years in addition to my work experience with various companies such as WordPress developers or UI designers over time when not studying at university level programs across different fields related to art & Designing.

### EXPERTISE

Photoshop  
Illustrator  
Maya  
Javascript

### PERSONAL SKILLS

Solve problem  
Time management  
Fluent spanish & English  
Fast Learner

### CORE VALUES

Focus  
Creativity  
Adaptability  
Patience  
Curiosity

*Thank you!*



## ISABELLA TORRES

Multimedia and audiovisual  
communicator

### CONTACT

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[f](#) [t](#) [i](#) [h](#) | [@roadscg](#) | [roadscg.com](#)

[isabella.torres@roadscg.com](mailto:isabella.torres@roadscg.com)

[www.roadscg.com](http://www.roadscg.com)

### WORK EXPERIENCE

#### GRAPHIC DESIGNER

**Roads Consulting Group, July 2023-Current. Boston MA.**

- Elaborate editable templates for company documents in Word and InDesign.
- Video edition and animation are a plus
- Solve a variety of front-end related bugs, maintenance issues, and researcher technology issues
- Design projects for the company clients such as digital presentations, web pages, and logo design
- Maintain the company graphic identity
- Producing content to be posted online.
- Increasing traffic and appeal to target audiences.
- Creating posts, pages, Digital presentations logos, and Branding.

#### GRAPHIC DESIGNER

**VELEZ LEATHERS 2022**

- Product video producing and editing and photo editing for e-commerce platforms.

#### GRAPHIC DESIGNER INTERN

**BULLY! ENTERTAINMENT, 2021-2022.**

- Video, photo and animations production and postproduction for different multimedia projects in advertising and social media.

#### GRAPHIC DESIGNER INTERN

**EAFIT UNIVERSITY, 2021.**

- Design and development of graphic pieces, photography, illustration, motion graphics and audiovisual production for the social platforms in the Communications department.

#### GRAPHIC DESIGNER

**CARGURU, 2021.**

- Website design and development. Strategy and development of graphic and audiovisual pieces for social media, blog and videoblog. Graphic design for internal communication.

### EDUCATION

**BACHELOR'S DEGREE | MULTIMEDIA COMMUNICATOR**

Universidad de Antioquia, Medellín. 2022

### PERSONAL PROFILE

Isabella is a multimedia and audiovisual communicator, with knowledge in graphic design, visual arts and a passion for marketing and advertising. She enjoys to tell stories through graphic design and video, specially for digital media.

She considers herself a creative talent and a good teamworker, she's always looking for a bigger challenge to be a part of, so she can improve herself, her own abilities, and others.

### EXPERTISE

Graphic design

Illustration

Video production

Web design

3D modelling

Photography

Photoshop

Premiere Pro

### PERSONAL SKILLS

Analysis Capacity

Creativity

Fluent in english and spanish

Project planning

Time management

### CORE VALUES

Innovation

Discipline

Efficiency

Responsability

Confidence

*Thank you!*



**LAURA  
SUAREZ**

Social Media Consultant  
Roads Consulting Group.

## CONTACT

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🌐 www.roadscg.com

## WORK EXPERIENCE

### SOCIAL MEDIA CONSULTANT

*Roads Consulting Group, november -Current. Boston, MA.*

- Content design for social media management.
- Creating posts and visuals that capture the attention of our audience and make them want to interact with the brand.
- Strategically designing content, to reach a larger demographic, engage more potential customers, and strengthen the corporate image of the company.
- Content design strategy and meaningful messaging, relevant topics and hashtags, and interactive features such as polls or Q&As.
- Understanding of trends to create engaging posts that rise to the top on social media.

### LOGISTIC COORDINATOR

*Lean staffing solution July 2019 - Feb 2022.  
Barranquilla, CO.*

- Guarantee the collection and delivery of the loads in the times stipulated by the client
- Constant communication with the brokers to ensure that the merchandise was collected.
- Guarantee that all loads have accurate and complete information.
- Solve the cargo's problems from its starting point to its delivery point.
- Keep the client informed of the status of the loa.

## EDUCATION

### BACHELOR OF COMMUNICATIONS AND JOURNALIST

Universidad del Norte Barranquilla

## PERSONAL PROFILE

A highly capable communicator and journalist with strong training in the human and professional area, I have consistently shown excellent leadership, negotiation, and initiative development skills. My ability to set specific goals towards the optimal realization of proposed tasks has resulted in notable success wherever I have been employed. Furthermore, my extensive experience designing and diagramming advertising pieces, proposals, and corporate diagnoses is also a key asset of mine.

## EXPERTISE

Content Creation  
Social Media Management  
Photoshop  
Illustrator

## PERSONAL SKILLS

Creative thinking  
Team player  
Leadership  
Detail oriented

## CORE VALUES

Discipline  
Organized  
Planner  
Achievement  
Determination

*Thank you!*

## Reference Form



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### Kevin Robinson

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Miami Tech Works - Good Jobs Challenge

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### Noel Dietz

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# HARRIS COUNTY REPORT



## Social Media posts



**FOLLOW THE HARRIS HUB SMALL BUSINESS SUPPORT PROGRAM ON SOCIAL MEDIA FOR TIPS AND RESOURCES.**



**¿NECESITA AYUDA CON SU PLAN DE NEGOCIOS O ESTRATEGIA DE MARKETING? EL PROGRAMA DE SOPORTE A NEGOCIOS PEQUEÑOS**

Harris HUB ofrece talleres y seminarios para ayudarte a tomar decisiones al siguiente nivel.



**Visit The Harris HUB Small Business Support Program website today to learn more about their free services.**



**Let The Harris HUB Small Business Support Program help you achieve your business goals.**



**Los Servicios para El Programa de Soporte a Negocios Pequeños**

Harris HUB es una ventana única para todas sus necesidades comerciales.



**Desde MARKETING EN REDES SOCIALES HASTA SERVICIOS LEGALES, EL PROGRAMA DE SOPORTE A NEGOCIOS PEQUEÑOS**

HARRIS HUB LO TIENEN CUBRITO.



**From social media marketing to legal services, The Harris HUB Small Business Support Program has you covered.**



**THE HARRIS HUB SMALL BUSINESS SUPPORT PROGRAM IS A ONE-STOP SHOP FOR ALL YOUR BUSINESS NEEDS.**



**Visite el sitio web del Programa de Soporte a Negocios Pequeños**

Harris HUB es hoy mismo para obtener más información sobre sus servicios gratuitos.



**Deje que El Programa de Soporte a Negocios Pequeños**

Harris HUB le ayude a alcanzar sus metas comerciales.



**GET THE SUPPORT YOU NEED TO START OR GROW YOUR BUSINESS WITH THE HARRIS HUB SMALL BUSINESS SUPPORT PROGRAM**



**Visite el sitio web del Programa de Soporte a Negocios Pequeños**

Harris HUB es hoy mismo para obtener más información sobre sus servicios gratuitos.



**Visite el sitio web del Programa de Soporte a Negocios Pequeños**

Harris HUB es hoy mismo para obtener más información sobre sus servicios gratuitos.



**Need help with your business plan or marketing strategy?**

The Harris HUB Small Business Support Program offers workshops and seminars to help you take your business to the next level.



**Siga los El Programa de Soporte a Negocios Pequeños**

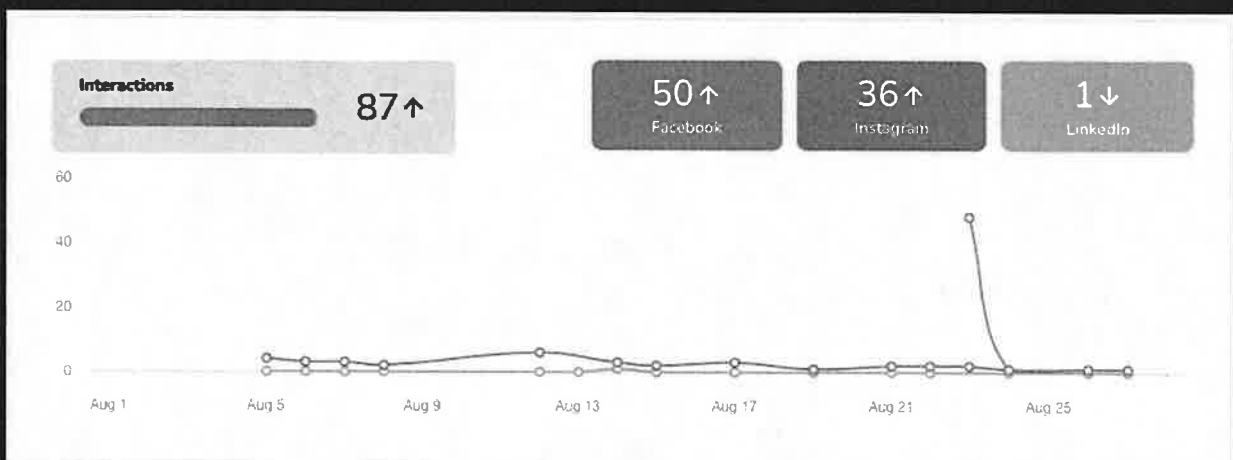
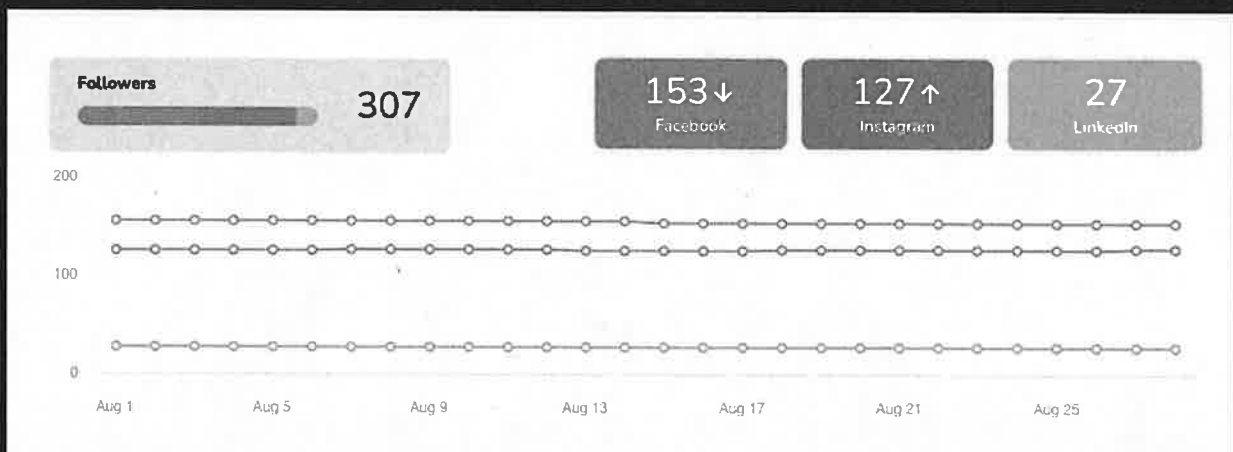
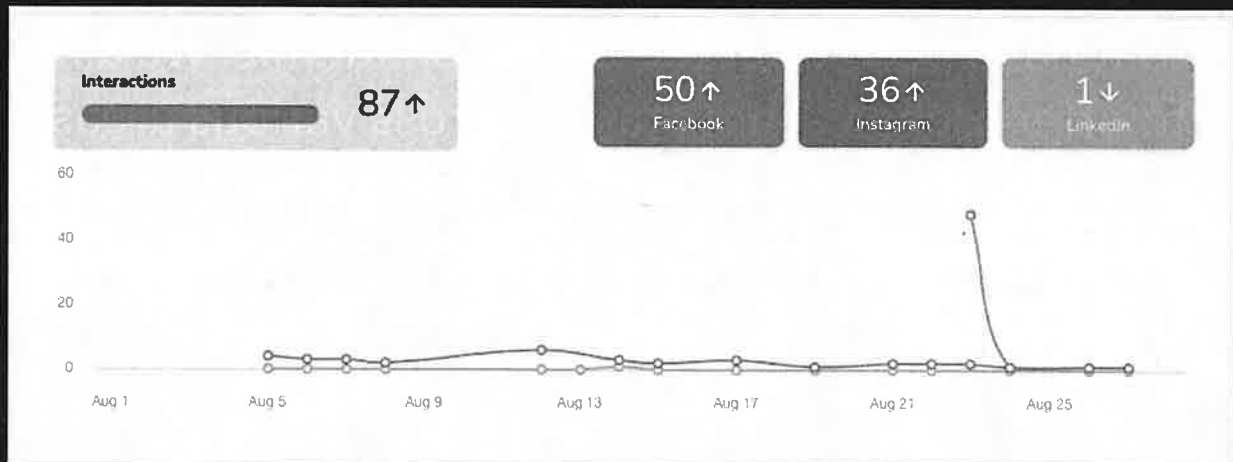
Harris HUB en las redes sociales para obtener consejos y recursos.



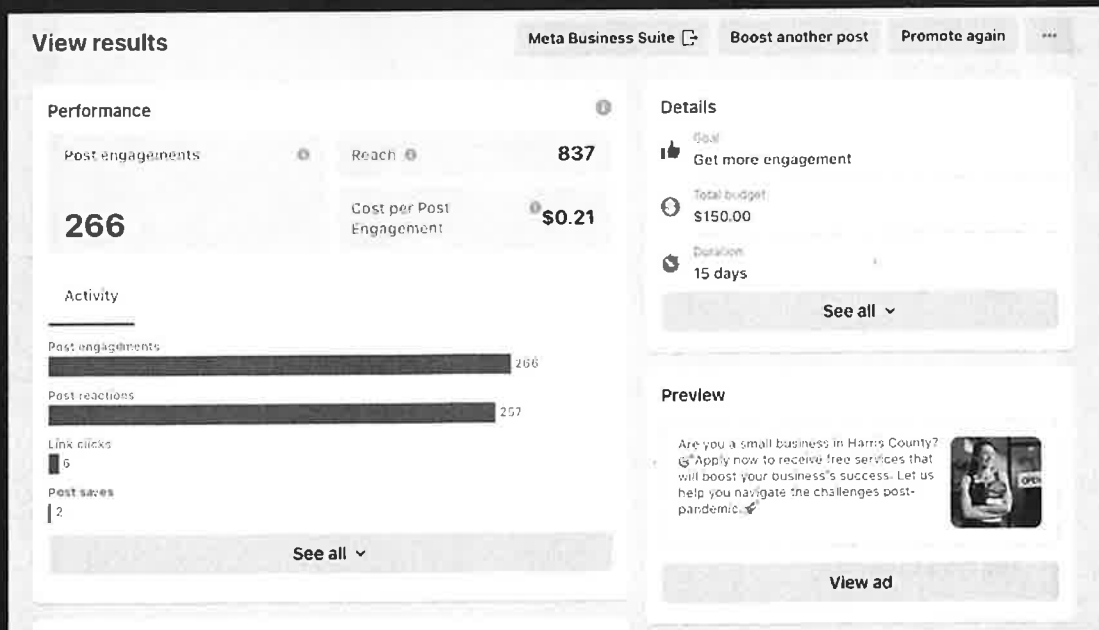
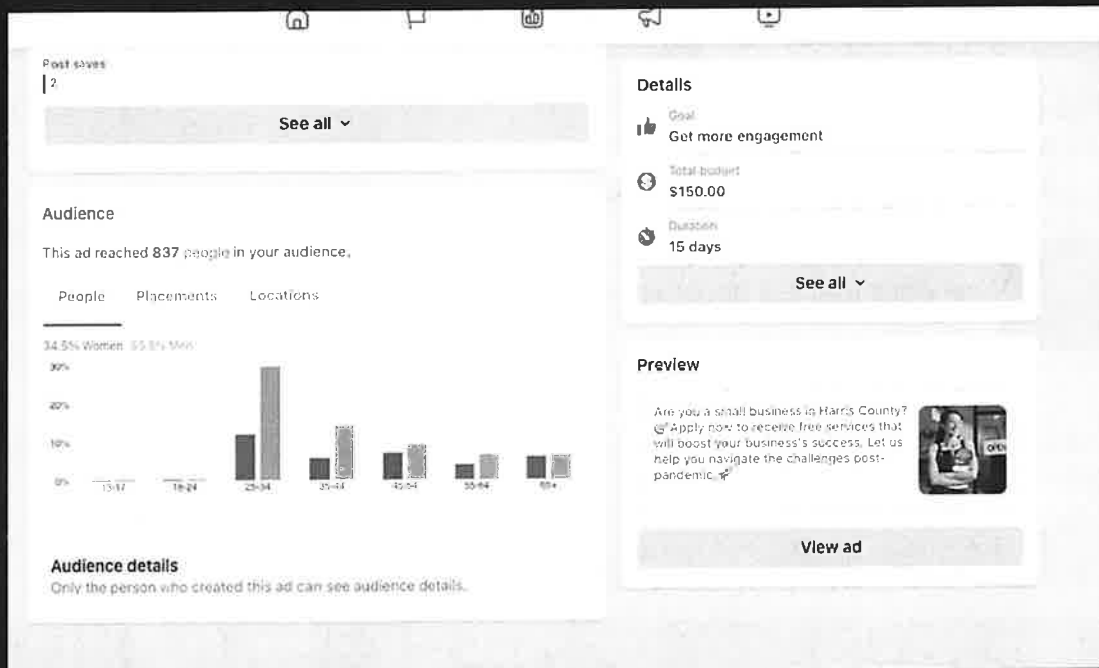
Our Harris County social media goal is to reach out to small businesses established before 2020 that have been affected by the pandemic. We aim to offer technical assistance across various areas, which is why our posts focus on showcasing how we can help them improve and the benefits of the Harris County program.



## Social Media Report



# Social Media Ads Report



# Social Media Ads Report

## Top post

See all

Last 28 days

Boost this post to reach up to 8053 more people with every £14 you spend.



Are you a small business in Harris County? 📍 Apply now to receive free services that will boost your business's success. Let us help you naviga...

Published by Roads CG



August 23 at 3:50 PM 🌐

Post Impressions

281

Post reach

228

Post Engagement

53

See insights

Boost again

## Location

Cities

Countries

Houston, TX	78
Pasadena, TX	10
Katy, TX	7
Cypress, TX	6
Aldine, TX	4
Atascocita, TX	3
Baytown, TX	3
Humble, TX	3
Spring, TX	3
The Woodlands, TX	3

Your data will be available within the next 24 hours. Please check back later.



## **Social Media Report Analysis**

Our social media insights reveal an improved response from the community this month compared to July. To build on this momentum, we plan to continue creating engaging organic content and feature success stories of individuals who have completed the program to boost participation. Additionally, we're launching targeted ad campaigns aimed at small businesses in need, and early results have been very promising.

## Marketing- Wine 2 hou

### Social Media Schedule

#### 1-Copy:

Welcome to Wines2hou – Houston's Premier Wine Destination! ✨ Discover the best wines from around the world, right here in Houston, Texas. We specialize in Latin American vintages and globally renowned selections. Come explore our collection and elevate your wine experience today! 🍷 #Wines2hou #HoustonWines #WineLovers

- Image: A visually appealing image of various wine bottles, including some Latin American and French labels.

#### 2- Featured Wine – Santiago Queirolo

##### - Copy:

Taste the essence of Peru with our featured wine: Santiago Queirolo. This rich, flavorful wine is a testament to the artistry of Peruvian winemaking. Perfect for pairing with a variety of dishes or enjoying on its own. Stop by Wines2hou to grab a bottle! 🍷 #SantiagoQueirolo #PeruvianWine #WineOfTheDay\*

- Image: Close-up shot of a bottle of Santiago Queirolo wine.

#### 3-Educational Post – Wine Tasting Tips-

##### - Copy:

Ever wondered how to properly taste wine? Here are some quick tips to enhance your experience:

- 1 Look at the color and clarity.- this determines is the wine will be a lighter style or a heavier body
- 2 Swirl to release aromas. Air has a love/hate relationship with wine. We will talk about this at a later time
- 3 Smell the wine, noting any scents. The aromas will dictate what you will taste once you have a sip!
- 4 Take a small sip and let it coat your mouth. Make sure your palate is clean before tasting
- 5 Reflect on the flavors and finish.

> Visit Wines2hou to put your wine-tasting skills to the test! 🍷 #WineTastingTips #WineEducation

## Marketing- Wine 2 hou

### 4- Featured Wine – Intipalka

#### -Copy:

Dive into the world of **Intipalka**, a standout from our exclusive Peruvian selections. This wine offers a unique taste profile that's sure to impress your palate. Experience it today at Wines2hou! 🍷 #Intipalka #PeruvianWines #FeaturedWine"

- Image: A bottle of **Intipalka** wine against a rustic backdrop.

### 5- Copy:

🍷 Bonjour, wine lovers! Today, we're featuring our exquisite French selections. From Domaine **Chavet's Menetou Salon** to **Chateau Pipeau Saint Emilion Grand Cru**, these wines are a must-try for any wine enthusiast. Visit us and explore the flavors of France! #FrenchWine #GlobalSelections #Wines2hou"

- Image: A display of French wine bottles

### 6- Wine Pairing Tips

Not sure what wine to pair with your dinner? Here are some quick pairing tips:

- Red meats: Opt for a bold red like **Chateau Pipeau St Emilion Grand Cru**
- Seafood: Choose a crisp white like **Pierre Edgard's Lucy Sauvignon Blanc**.
- Spicy dishes: Try a light red like **Santiago Queirolo Magdalena**

Visit Wines2hou for more expert advice on wine pairings! #WinePairing #DinnerTips #WineAdvice

- Image: An infographic or photo of wine bottles next to matching dishes.

## Marketing- Wine 2 hou

### 7-Wine Education – Latin American Wine Regions

- Copy:

Did you know that Latin America has some of the most diverse wine regions in the world? From the high-altitude vineyards of Argentina to the coastal valleys of Chile, there's so much to explore. Discover the unique flavors of Latin American wines at Wines2hou! #WineEducation #LatinAmericanWines #ExploreWine

- Image: A map of Latin America highlighting key wine regions.

### 8-Wine Tasting Event Announcement

- Copy:

Join us for a wine-tasting event at Wines2hou! Discover new favorites and enjoy a selection of our finest wines. Mark your calendars and bring your friends for a fun and flavorful evening. Details coming soon! #WineTastingEvent #HoustonWineEvents #Wines2hou

- Image: A graphic announcing the upcoming wine-tasting event.

### 9- Wine and Food Pairing Video

- Copy:

Watch our latest video on pairing **"Domaine Rocheville Saumur Chenin Blanc"** with a delicious seafood dish. Learn how to elevate your dining experience with the perfect wine and food combination. #WineAndFoodPairing #Wines2houVideos #SeafoodAndWine

- Image/Video: A video or image of the pairing process.

## Marketing- Wine 2 hou

### 13-Featured Wine – Chateau Pipeau Saint Emilion Grand Cru

- Copy:

> Indulge in the luxurious taste of Chateau Pipeau Saint Emilion Grand Cru. This exquisite French wine is a favorite among wine enthusiasts. Experience the depth and complexity at Wines2hou. #ChateauPipeau #FrenchWine #GrandCru-

Image: A bottle of Chateau Pipeau with a vineyard or wine cellar background.

### 10- Wine Tip – Storing Your Wine

-Copy:

Proper wine storage is key to maintaining quality. Here are a few tips:

- Store wine at a consistent temperature, ideally between 45-65°F.
- Keep bottles on their sides to keep the cork moist.
- Protect wine from direct sunlight and vibrations.

For more tips, visit Wines2hou! 🍷 #WineStorage #WineTips #Wines2hou\*

- Image: An infographic or photo of a well-organized wine cellar.

### 11-Featured Wine – Pierre Edgard Lucy Sauvignon Blanc

-Copy:

Experience the refreshing taste of Pierre Edgard Lucy Sauvignon Blanc, a crisp and aromatic white wine perfect for warm summer days. Stop by Wines2hou and give it a try! 🍷 #SauvignonBlanc #WhiteWine #Wines2hou\* - Image: A bottle of Pierre Edgard Lucy Sauvignon Blanc in an outdoor setting.



## Marketing- Wine 2 hou

### 12-Wine Fact

- Copy:

Did you know that the oldest known wine cellar was found on the Titanic? It contained intact bottles of wine, perfectly preserved despite the shipwreck. Discover more fascinating wine facts at Wines2hou! #WineFact #DidYouKnow #Wines2hou

### SPANISH

¡Bienvenidos a Wines2hou – El mejor Destino de Vinos de Houston! Descubre los vinos más exquisitos del mundo, aquí mismo en Houston, Texas. Nos especializamos en vinos de América Latina y selecciones reconocidas a nivel mundial. ¡Ven a explorar nuestra colección ya! 🍷 #Wines2hou #VinosHouston #AmantesDelVino

### 2. Featured Wine – Santiago Queirolo\*\*

Copy:

Disfruta la esencia de Perú con nuestro vino destacado: Santiago Queirolo. Este vino delicioso y lleno de sabor es un testimonio del arte de la vinificación peruana. Perfecto para acompañar una variedad de platos o disfrutar solo. ¡Pasa por Wines2hou y lleva una botella! 🍷 #SantiagoQueirolo #VinoPeruano #VinoDelDia

- Imagen: Primer plano de una botella de vino Santiago Queirolo.

## Marketing- Wine 2 hou

3. Alguna vez te has preguntado cómo degustar vino correctamente? Aquí tienes algunos consejos rápidos para mejorar tu experiencia:

- 1 Observa el color y la claridad. Esto determina si el vino será de un estilo más ligero o de cuerpo más pesado.
- 2 Gira la copa para liberar los aromas. El aire tiene una relación de amor/odio con el vino. Hablaremos de esto más adelante.
- 3 Huele el vino, notando cualquier aroma. ¡Los aromas dictarán lo que sabrás una vez que tomes un sorbo!
- 4 Toma un pequeño sorbo y deja que cubra tu boca. Asegúrate de que tu paladar esté limpio antes de degustar.
- 5 Reflexiona sobre los sabores.

4- ¿No sabes qué vino acompañar con tu cena? Aquí tienes algunos consejos rápidos de maridaje:

- Carnes rojas: Opta por un tinto robusto como Chateau Pipeau St Emillon Grand Cru.
- Mariscos: Elige un blanco fresco como Lucy Sauvignon Blanc de Pierre Edgard.
- Platos picantes: Prueba un tinto ligero como Santiago Queirolo Magdalena.

Visita Wines2hou para más consejos expertos sobre maridaje de vinos.

5- Sablas que Almacenar el vino correctamente es clave para mantener su calidad?

Aquí tienes algunos consejos:

- Almacena el vino a una temperatura constante, idealmente entre 45-65°F.
- Mantén las botellas de lado para mantener el corcho húmedo.
- Protege el vino de la luz solar directa y de las vibraciones.

¡Para más consejos, visita Wines2hou! 🍷 #AlmacenamientoDeVinos #ConsejosDeVino #Wines2hou



## Marketing- Wine 2 hou

### RE: Wines2Hou Recap - Roads

My apologies I forgot to mention that my favorite template is the last one

- **Divi Template 2:** [Winery Landing Page](#)

Second favorite is

- **Pagecloud Template 1:** [Dawson](#)

\Thank you!

- **Pagecloud Template 1:** [Dawson](#)
- **Pagecloud Template 2:** [Union](#)
- **Divi Template 1:** [Bar Landing Page](#)
- **Divi Template 2:** [Winery Landing Page](#)

Once you've made your selection, providing the hosting credentials will allow us to start building the website right away.

Please let me know if you have any questions or if there's anything else I can assist with.

Looking forward to your response.

Warm regards

## Marketing-Afrobeats



DISCOVER AUTHENTIC FLAVORS AT  
AUTHENTIC AFROBEATS FOOD STORE!

### AFROBEATS FOOD STORE

Explore the rich tastes of Africa and the Caribbean, plus unique wears and more at Authentic Afrobeats Food Store!

Special Sales Event: August 16, 17 & 18.

Spend \$100 and get a 10% discount!

Location:

9635 N Sam Houston PKWY E STE 350,  
Humble, TX, United States, Texas

Opening Hours:

- Fri-Sat: 9am-8pm

- Sun: 10am-6pm

Contact Us:

- Phone: +1 832-992-2340

- Email: [Aafoodstore@gmail.com](mailto:Aafoodstore@gmail.com)

Don't miss out on these authentic Afrobeats sales! Visit us and experience a taste of authenticity.



## Marketing-Relitorin International



**LEADING THE GLOBAL STAGE  
SINCE 2005**

*We are committed to being a reliable, efficient, and effective partner  
in the oil and gas industry, delivering excellence at every step.*

**CONTACT US**

Reliance@relitorin.com  
832-369-6881  
www.relitorin.com



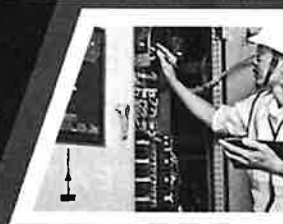
### INTRODUCING RELITORIN INTERNATIONAL!

Formerly Renewable Energy Plumbing LTD, we've grown to deliver advanced technology in outsourcing and procurement worldwide. We aim to continue leading as a key supplier in the oil and gas industry by being Reliable, Efficient, and Effective.

WWW.RELITORIN.COM

832-369-6881

Reliance@relitorin.com



**We strive to be a  
reliable, efficient, and  
effective partner in the  
oil and gas industry.**

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### LOOKING FOR PREMIUM WHOLESALE ELECTRICAL SUPPLIES AND INDUSTRIAL PRODUCTS?

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**CONTACT US**

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## Marketing-Relitorin International



Discover the best in wholesale electrical supplies and leading industrial products with Relitorin International!

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**Book Now**

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Our Location  
1020 Rankin Road, STE 145,  
Houston, Texas 77073

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*Our goal is to continue  
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the oil and gas industry*

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**RELITORIN**



**PRODUCTS ALERT!**

We are excited to announce that Relitorin International now offers our own line of high-quality products, including:

- ♻ Recycling Bins
- ✱ Tower Air Coolers
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Explore our top-notch products designed to meet your needs. Contact us today to learn more!

**BOOK NOW** >



832-369-6881



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www.relitorin.com



## Marketing-Relitorin International



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*Our goal is to continue  
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**RELITORIN**



**PRODUCTS ALERT!**

We are excited to announce that Relitorin International now offers our own line of high-quality products, including:

- ♻ Recycling Bins
- ❄ Tower Air Coolers
- 💣 Bomb Detectors

Explore our top-notch products designed to meet your needs. Contact us today to learn more!

**BOOK NOW** >

## Marketing-Relitorin International

**OUR PROCUREMENT  
PROCESS BEST  
PRACTICES AT  
RELITORIN  
INTERNATIONAL  
ENSURE TOP-NOTCH  
SERVICE!**

HERE ARE OUR 10 DO'S



- 1** **Listen to Clients:** Understand specific needs.
- 2** **Trusted Enquiries:** Reach out to top manufacturers and distributors.
- 3** **Crosscheck Quotes:** Resolve any discrepancies.
- 4** **Confirm Delivery Dates:** Verify lead times.
- 5** **Negotiate Lead Times:** Aim for quicker delivery.
- 6** **Client Approval:** Ensure proposed dates are acceptable.
- 7** **Provide Quotes:** Include estimated delivery.
- 8** **Place Orders:** Process once payments are received.
- 9** **Deliver Materials:** To client's desired location.
- 10** **Feedback Forms:** For future improvements.





## Marketing-CBW Studio

### GOOGLE MY BUSINESS OPTIMIZATION

Si'Belle Hair Braiding Weaving



### OPTIMIZING GOOGLE MY BUSINESS

To optimize the Google My Business (GMB) profile for "Si'Belle Hair Braiding Weaving & More" and enhance its local presence, we needed to focus on several key aspects:

- profile completeness,
- keyword optimization,
- engagement,
- and local SEO strategies.

### OPTIMIZING GOOGLE MY BUSINESS

#### 1. Profile Completeness and Accuracy

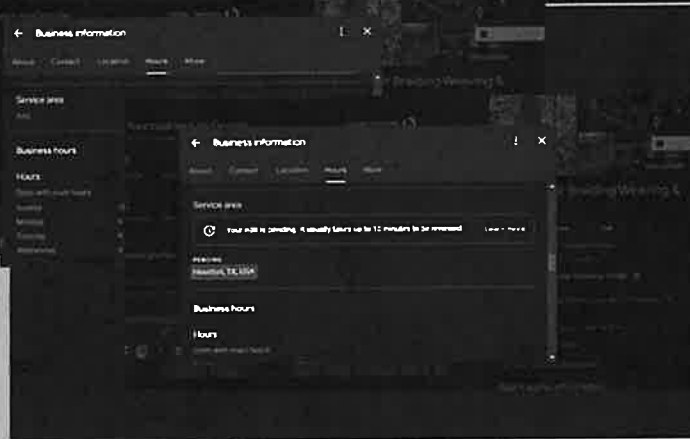
We ensured the GMB profile is fully filled out with accurate and up-to-date information:

- **Business Name:** Now matches the name used across all platforms and marketing materials
- **Category:** The primary category now reflect the core services: e.g., "Hair Salon," with additional categories like "Hair Braiding," "Hair Weaving," etc.
- **Address:** We ensured the business address is precise to help with local searches **11422 Southwest Fwy #600, Houston, TX 77031, United States**
- **Phone Number:** [+1281-741-5083](tel:+1281-741-5083)
- **Website:** N/A
- **Hours of Operation:**
  - Monday 9AM-7PM
  - Tuesday 9AM-7PM
  - Wednesday 9AM-7PM
  - Thursday 9AM-7PM
  - Friday 9AM-7PM
  - Saturday 9AM-7PM
  - Sunday Closed

## Marketing-CBW Studio

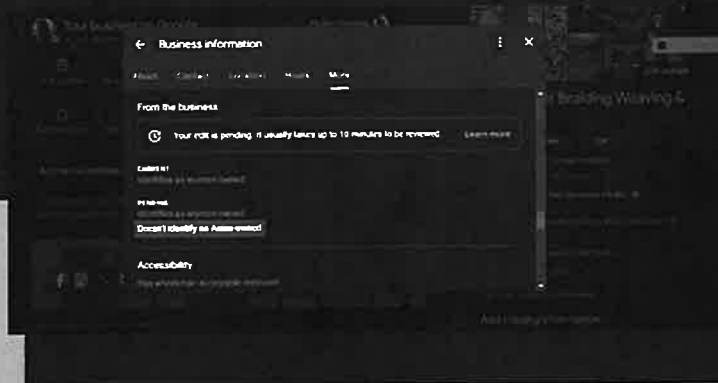
### OPTIMIZING GOOGLE MY BUSINESS

Before

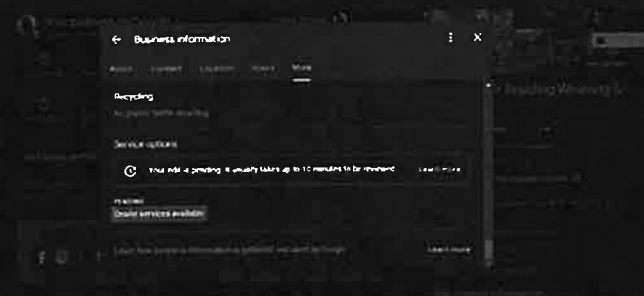


After

### OPTIMIZING GOOGLE MY BUSINESS



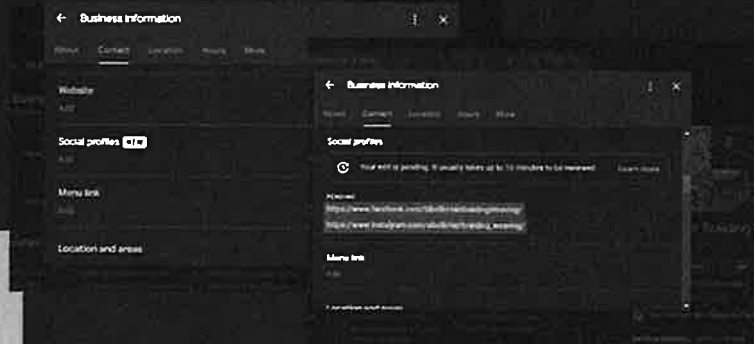
### OPTIMIZING GOOGLE MY BUSINESS



## Marketing-CBW Studio

### OPTIMIZING GOOGLE MY BUSINESS

Before



After

### RECOMMENDATIONS

Our support includes recommendations you, as a Small Business, can carry out in the future, to constantly improve your online presence. Here are the tailor-made recommendations for your business:

#### 1. Engage with Customers

- **Respond to Reviews:** Engage with both positive and negative reviews. For example, thank customers for their feedback and address any concerns raised in negative reviews
- **Encourage Reviews:** Politely ask satisfied customers to leave reviews on Google, highlighting their positive experiences

#### 2. Enhance Visual Appeal

- **High-Quality Photos:** Regularly update the profile with high-quality photos of the salon, hairstyles, and services offered. This includes before-and-after images of hair transformations
- **Photo Optimization:** Use descriptive filenames and alt texts for images, incorporating relevant keywords

#### 3. Regular Updates and Posts

- **Google Posts:** Use Google Posts to share news, promotions, and updates about services or special offers. For example, "Special Offer: 10% off on all braiding services this month!"
- **Seasonal Offers:** Highlight any seasonal services or discounts, especially during festive seasons or special occasions

### RECOMMENDATIONS

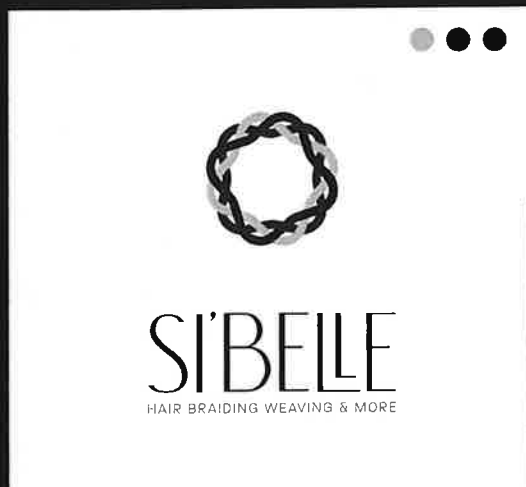
#### 4. Utilize Q&A:

- **Answer FAQs:** Populate the Q&A section with answers to common customer questions about services, pricing, and appointment booking

#### 5. Monitor and Adjust

- **Review Google Insights:** Regularly check Google My Business insights to monitor how people are finding the business and what keywords are leading to the most traffic. Adjust strategies accordingly

## Marketing-CBW Studio



## Marketing-CBW Studio



### Murrey

HEX: 8f0141  
RGB: 143, 1, 65  
HSB: 333, 99, 56  
CMYK: 0, 99, 55, 44  
WEBSAFE: #990033



### Jet Black

HEX: 1A1A1A  
RGB: 26, 26, 26  
HSB: 0, 0, 10  
CMYK: 0, 0, 0, 90  
WEBSAFE: #333333

*Font: Thirsty Rough It two*

**SUGGESTED COMBINATION: LULO ONE BOLD**

**Marketing-CBW Studio**

*Si'belle*

**HAIR BRAIDING  
WEAVING & MORE**



Marketing-CBW Studio



*Si'belle*

HAIR BRAIDING  
WEAVING & MORE



*Si'belle*

HAIR BRAIDING  
WEAVING & MORE



*Si'belle*

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WEAVING & MORE

## Marketing-QualityTax and Beyond

**3 pages:** Home, About us, Contact

### 1. Home

#### Content:

- **Headline:** "Expert Tax Preparation and Document Services You Can Trust"
- **Subheadline:** "Serving individuals and businesses with reliable tax and document solutions."
- **Introduction:**

Welcome to Quality Tax and Documents, where we specialize in providing top-notch tax preparation, document filing, and notary services tailored to meet your specific needs. Whether you're an individual looking to file your taxes accurately or a business in need of comprehensive document management, our team of experienced professionals is here to help.

#### Call-to-Action (CTA) Button:

- **Get Started:** Begin your tax preparation or document filing process with us.

At Quality Tax and Documents, we prioritize professionalism, accuracy, and customer satisfaction. We understand that navigating tax laws and managing important documents can be complex and time-consuming. That's why we're committed to making the process as smooth and stress-free as possible for you.

Explore our services and see how we can assist you:

- **Tax Preparation:** Ensuring your taxes are filed correctly and on time.
- **Document Filing:** Helping you manage and submit important legal and financial documents.
- **Notary Services:** Offering certified notary public services for all your document authentication needs.
- **Licensed ITIN Agent:** We verify the applicant's identity and foreign status, certifies the authenticity of the documents required by the IRS, and submits the ITIN application on behalf of the individual.

#### Call-to-Action (CTA) Button:



## Marketing-QualityTax and Beyond

- **Contact Us:** Have any questions? Reach out to our team for personalized assistance.

### 2. About Us

#### Content:

Over 30 years of experience. We have the commitment to providing quality service with integrity and accuracy

We focus on customer satisfaction and long-term relationships. Quality Tax and Document Service's is a small community-based business here to service the people.

#### Call-to-Action (CTA) Button:

- **Get Started:** Begin your tax preparation or document filing process with us.

#### Services

- **Tax Preparation Services:**
  - Personal tax returns (1040, 1040A, 1040EZ)
  - Business tax returns (corporate, small business, self-employed)
  - Tax planning and consulting
  - IRS audit assistance
- **Document Services:**
  - Notary services
  - Document preparation and filing (e.g., Immigration documents, legal forms)
  - Birth certificates, marriage licenses, and other vital records
- **Additional Services:**
  - Bookkeeping and payroll services for small businesses
  - Financial consulting (corporate, small business, self-employed)
- **Licensed ITIN Services:**
  - ITIN Application Assistance, ITIN Renewal Services, Document Certifications, Foreign Status Verification.
  - Submission of Application to IRS, assistance with Tax Filing, Amendment of Tax Returns.
  - Guidance on Tax Compliance, Dependent and Spouse ITIN Applications, Tax ID Number Correction.

## Marketing-Quality Tax and Beyond

- What main pages do you want on your website? (e.g., Home, About Us, Services, Contact, Blog)
- Are there specific sections or features you need? (e.g., FAQs, testimonials) In the case of FAQs, please provide in this part of the document the ones you would like us to add.

### Content Requirements

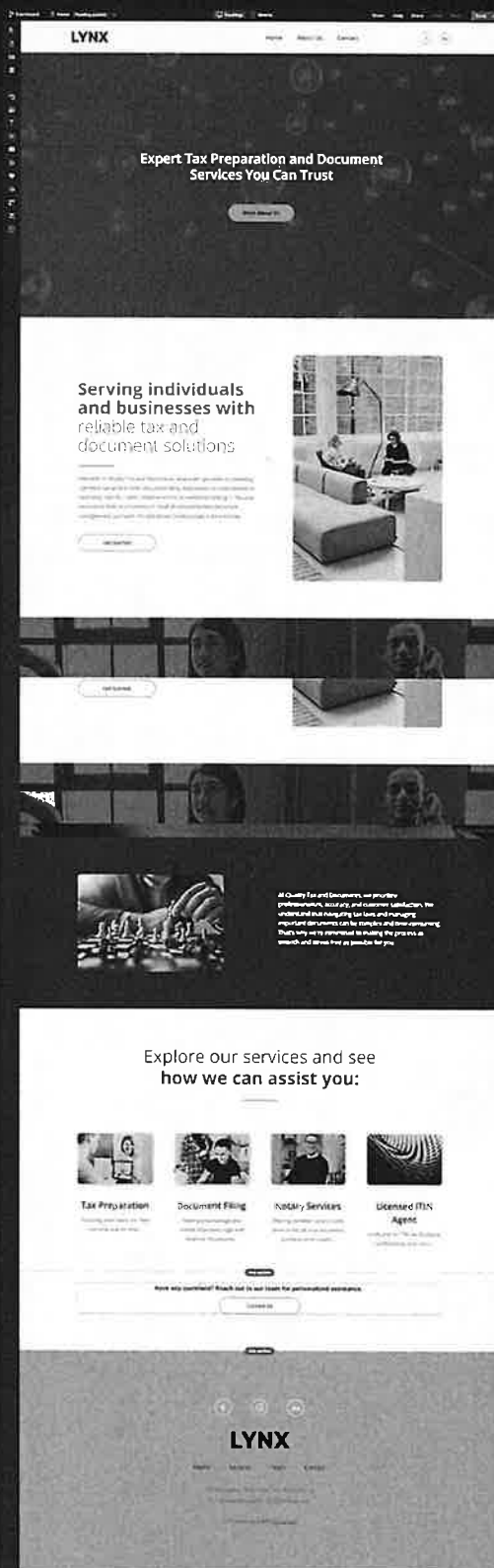
#### 5. Text Content

- Do you have existing content (text, descriptions) that you would like to use?

#### 6. Visual Content

- Do you have existing images, videos, or other media to include? If yes, please create a folder on Google Drive or your preferred cloud service, with the media (pictures, videos, etc.) you would like to include on the website, and share it with us, please.

## Marketing-Quality Tax and Beyond





## Marketing-Near Maid

SEO Keywords for the website: <https://www.nearmaidjanitorial.com/>

- Janitorial Services
- Commercial Cleaning Services
- Office Cleaning Services
- Industrial Cleaning Services
- Building Maintenance Services
- Floor Cleaning and Maintenance
- Window Cleaning Services
- Eco-Friendly Cleaning
- Post-Construction Cleaning
- Carpet Cleaning Services
- Deep Cleaning Services
- Disinfection Services
- Sanitization Services
- Residential Cleaning Services
- Professional Cleaning Company

## SEO Content for the website

(Menu order: **About us** | **Cleaning Services (Or only Services)** | **Booking** | **Free Quote** | **Work with us**)

### Home

**Welcome to NearMaid Janitorial – Professional Cleaning Services for Your Business**

**CTA: Schedule a Cleaning**

—

**Our Cleaning Services**

***From Janitorial, Commercial, Office, Industrial Cleaning Services and more***



## Marketing-Near Maid

**Specialized Cleaning:**  
Expert Carpet, Upholstery,  
Window, and Floor Care  
Services.

**Residential Cleaning:**  
Comprehensive Home  
Cleaning: Deep Cleaning,  
Move-In/Move-Out, and  
Regular Housekeeping.

**Commercial Cleaning:**  
Professional Office, Retail,  
and Post-Construction  
Cleaning Solutions.

### CTA: OTHER CLEANING SERVICES

#### Testimonials

##### *What Our Clients Are Saying*

(Testimonials from the website)

#### Why Choose Near Maid & Janitorial Service

At NearMaid Janitorial, we specialize in delivering comprehensive cleaning services designed to meet the unique needs of commercial and residential clients.

Our commitment to quality ensures that your space remains clean, healthy, and welcoming. Whether you need regular janitorial services, deep cleaning, or specialized cleaning solutions, we have you covered.

We use eco-friendly products and advanced cleaning techniques to provide top-notch service with minimal environmental impact.

Trust NearMaid Janitorial to keep your premises spotless, so you can focus on what matters most – running your business.

***What makes us better than others***



## Marketing-Near Maid

### *Trained Cleaning Experts*

*Our team consists of highly trained and experienced professionals who deliver exceptional cleaning results.*

### *Flexible Scheduling*

*We offer convenient scheduling options to ensure that your space is cleaned when you want it how you want it.*

### *Exceptional Customer Support*

*Competitive pricing without compromising on quality, making professional cleaning services accessible to a wide range of clients.*

### **CTA: More about [NearMaid](#)**

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### **About Us**

At NearMaid Janitorial Services, we provide top-quality cleaning services that exceed your expectations. With years of experience in the janitorial industry, our team is committed to delivering exceptional cleaning solutions tailored to the unique needs of each client. We specialize in comprehensive janitorial services that cover everything from commercial cleaning to specialized cleaning services, ensuring that your environment is always clean, safe, and welcoming.

### **Our Mission**

Our mission at NearMaid Janitorial Services is to offer reliable, efficient, and affordable cleaning services that maintain the highest standards of cleanliness and hygiene. We understand that a clean environment is crucial for the health and productivity of your space, which is why we go above and beyond to provide superior janitorial services that meet the specific needs of businesses and homes alike.

### **Why Choose NearMaid Janitorial?**

**Experienced Team:** Our team of trained professionals brings years of experience in providing high-quality janitorial services.





## Marketing-Near Maid

**Custom Cleaning Plans:** We offer tailored cleaning services that address the unique requirements of your space.

**Eco-Friendly Solutions:** NearMaid Janitorial Services is committed to using environmentally friendly products to protect both our clients and the planet.

**Satisfaction Guaranteed:** We take pride in our work and guarantee satisfaction with every cleaning service we provide.

**CTA:** [Book a Cleaning Service](#)

At NearMaid Janitorial Services, we believe that a clean space is a happy space. Whether you need daily janitorial services for your office or a one-time deep cleaning for your home, we are here to help.

Contact us today to learn more about our cleaning services and how we can keep your environment sparkling clean.

**CTA:** [Free Quote](#)

---

### Services (Or Cleaning Services)

NearMaid Janitorial Services offers a wide range of cleaning services to suit all your needs:

**Commercial Cleaning Services:** Office cleaning, retail cleaning, and post-construction cleaning designed to keep your business environment spotless.

**CTA:** [Commercial Cleaning Services](#)

**Residential Cleaning Services:** Deep cleaning, move-in/move-out cleaning, and regular housekeeping to ensure your home is always welcoming.

**CTA:** [Residential Cleaning Services](#)

**Specialized Cleaning Services:** Carpet cleaning, upholstery cleaning, window cleaning, and floor care tailored to your specific requirements.

**CTA:** [Specialized Cleaning Services](#)

## Marketing-Car Butler



Car Butler Inc  
6 ago 2024



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Período de validez: 6 ago - 31 ago

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### Back to School Savings

Período de validez: 6 ago - 31 ago