



Creative Strategy & Business Growth

CAGE Code: 9YJ19
UEI: L34HR6UNF9R7



Capability Statement

JLLB Media is a bilingual, minority-owned women-owned marketing agency and business consulting firm that provides creative strategy, brand development, website design, social media marketing, public relations, paid advertising management, and business advisory services. We specialize in helping government agencies, nonprofits, and small to mid-sized businesses communicate effectively and grow sustainably. Our team offers integrated support—from branding and digital marketing to business planning and best practices—making us a reliable partner for impactful outreach, inclusive engagement, and long-term success.

We operate with a lean and personalized business model that allows us to adapt quickly, learn continuously, and deliver professional, results-driven solutions. Our approach is rooted in flexibility and responsiveness, ensuring we meet the unique needs of each client—from strategic communications and bilingual outreach to culturally competent translation services. With professionalism at our core, we prioritize building long-term partnerships with government entities and local agencies, working collaboratively to help them achieve their business goals through effective, inclusive, and impactful strategies.

Core Competencies

Strategic Marketing & Communications: JLLB Media develops integrated marketing strategies to help agencies communicate effectively. We create bilingual campaigns (English/Spanish) that are inclusive, culturally relevant, and aligned with program goals to engage target audiences across digital and traditional platforms.

Community Engagement & Outreach: We design community outreach strategies that build trust and increase participation among diverse populations. Our team supports both in-person and digital engagement efforts, helping agencies connect with underserved communities through events, resource fairs, and culturally tailored messaging.

Creative Services & Visual Communication: Our creative team produces clear, accessible visual content—from print materials to social media graphics and branding assets. We also offer website design with ADA compliance and multilingual features, and deliver impactful video storytelling to support education, outreach, and recruitment initiatives.

Past Performance

Our notable projects with the Latino Economic Development Center (LEDC) and NorthStar Youth Exchange have significantly boosted their online presence and engagement. We delivered impactful digital content, optimized SEO, and effective social media campaigns that connected these organizations with their audiences more effectively.

As marketing advisors for the Elevate Hennepin initiative with Hennepin County, MN, and the BTAP City of Minneapolis program we have empowered a wide range of business owners, from startups to million-dollar enterprises. Through our marketing consulting, we help businesses refine their messaging and improve their market presence, driving growth and fostering a vibrant local economy.

Differentiators

- Bilingual & Bicultural Expertise
- Certified & Trusted
- Integrated Strategy + Execution
- Community-Centered Approach
- Lean & Adaptable Team
- Proven Track Record with Government & Nonprofits
- One-Stop Creative & Consulting Partner

NAICS Codes

- 541613 Marketing Consulting Services
- 541810 Advertising Agencies
- 541820 Public Relations Agencies
- 541840 Media Representatives
- 541430 Graphic Design Services
- 518210 Data Processing, Hosting, and Related Services
- 541930 Translation and Interpretation Services
- 541850 Indoor and Outdoor Display Advertising
- 611420 Computer Training

PSC Codes

- R426 | Professional: Communications
- R701 | Management: Advertising
- R708 | Management: Public Relations
- R608 | Support- Administrative: Translation and Interpreting

Company Snapshot

Juan Llerena, President

Founder & President

840 Sparrow road,
Waconia, MN 55387

juan@jllbmedia.com

+1 (612) 730-9520

Minority Own, Latino Owned,
Women Owned, Small Business.



State of Minnesota
Targeted Group



Central Certification
Program (CERT)

jllbmedia.com

