



# Creative Strategy & Business Growth

**CAGE Code: 9YJ19**  
**UEI: L34HR6UNF9R7**  
**jllbmedia.com**



## 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, business advisory services, and bookkeeping 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.

**Bookkeeping and Payroll Specialist:** JLLB Media is a DBE-certified firm providing professional bookkeeping and accounting services to the public and private sectors. We specialize in small business support and help bridge the gap between government or non-profit organizations and the communities they serve through reliable financial management and fiscal clarity.

## Past Performance

As marketing advisors formerly for the Elevate Hennepin initiative with Hennepin County, MN, and currently the BTAP City of Minneapolis program, and NDC nonprofit we have empowered a wide range of business owners, from startups to million-dollar enterprises. Through our marketing consulting and bookkeeping services, we help businesses refine their messaging, improve their market presence, organize their finances, 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
- 541219 Other Accounting Services
- 541810 Advertising Agencies
- 541820 Public Relations Agencies
- 541840 Media Representatives
- 541430 Graphic Design Services
- 541611 General Management Consulting
- 518210 Data Processing, Hosting, and Related Services
- 541930 Translation and Interpretation Services
- 541910: Marketing Research and Public Opinion Polling
- 611420 Computer Training
- 611430 Professional & Management Development Training

## PSC Codes

- R408: Support—Professional: Program Management
- R422 | Market Research & Public Opinion Services
- R426 | Communications Services
- R499 | Other Professional Services
- R703 | Support—Management: Accounting
- U099: Education/Training: Other

## Company Snapshot

**Juan Llerena, President**  
Founder & President  
Waconia, MN 55387  
+1 (612) 730-9520

**juan@jllbmedia.com**  
Minority Own, Latino Owned,  
Women Owned, Small Business.

