



Creative Strategy & Business Growth

CAGE Code: 9YJ19
UEI: L34HR6UNF9R7



From strategy to execution, JLLB Media is the communications partner state and local agencies can count on.

Capability Statement

JLLB Media is a bilingual strategic communications firm that assists state and local government agencies reach and engage the communities they serve. We provide **public relations, community engagement, communications consulting, media relations, and event planning** – all with a focus on clear messaging, cultural competency, and real results. We are a small but mighty team that shows up, communicates well, and gets the job done.

We offer digital media buyer services through programmatic media advertising (DOOH Physical Digital Spaces: electronic billboards, indoor and outdoor screens, CTV, audio, and also the Traditional Digital Media Spaces: Google and Meta ecosystem).

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.

Digital Marketing and AI experts: We build and run digital marketing campaigns from start to finish. From websites and landing pages to Google Ads, social media, CTV, retargeting, email marketing, and graphic design – we handle it all. And we actively use AI to sharpen strategy, speed up execution, and get better results for our clients. If you need a team that knows digital and delivers, that's us.

Digital Media Buyer: We are a digital media buying agency and offer programmatic media advertising services that allows to place advertising in DOOH Physical Digital Spaces: electronic billboards, CTV, audio and the Traditional Digital Media Spaces: Google and Meta ecosystem. We hold multiple Digital Media Buyer Certifications from Google and StackAdapt.

Company Snapshot

Experience / Past Performance

- **City of Minneapolis:** Business Technical Assistance BTAP Marketing, and Business advisor.
- **Hennepin County:** Former Marketing Advisor for Elevate Hennepin.
- **Latino Economic Development Center (LEDC):** Digital Marketing Services for the Taco Tour event.
- **North Star Youth Exchange (NSYE):** rebranding, communications, and digital marketing presence.

Differentiators

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

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

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State of Minnesota
Targeted Group



Disadvantaged Business
Enterprise (DBE)

CERT Central Certification
Program (CERT)