



BILINGUAL STRATEGIC COMMUNICATIONS

Outreach & Engagement Solutions for State Programs

Prepared by: JLLB Media Business & Marketing

"The Right Message, to the Right People, on the Right Channel."



Certified Partner for Strategic Outreach

About JLLB Media

JLLB Media is a bilingual strategic communications firm that assists state and local government agencies reach and engage the communities they serve. We specialize in public relations, community engagement, communications consulting, media relations, and event planning.

We are a small but mighty team that shows up, communicates well, and gets the job done with a focus on clear messaging, cultural competency, and real results.



Minnesota Unified Certification Program - The Disadvantaged Business Enterprise Program (DBE)



Certified Targeted Group Business as a minority- owned business, women-owned enterprise by the State of Minnesota.



CERT Program Certified: ESBE, MBE, SBE, and WBE.

Core Capabilities & Capabilities Spectrum

We deliver standard-setting public outreach and strategic messaging across multiple channels:

PUBLIC OUTREACH & PR

- Public Relations Strategy
- Community Engagement
- Media & Influencer Relations
- Bilingual Copywriting
- Translation & Interpretation

CREATIVE & BRANDING

- Communications Consulting
- Video Storytelling Production
- Website Design & Updates
- Event Planning & Promotion
- Social Media Strategy

Our Strategic Approach

We approach state contracts with a focus on two fundamental pillars:

PILLAR 1: CULTURAL COMPETENCY

Bilingual/Bicultural Communication. We don't just translate text; we adapt the message to fit cultural contexts. Seamlessly communicating with both English and Spanish-speaking communities builds deep, lasting trust.

PILLAR 2: OPERATIONAL ACCOUNTABILITY

Rigorous Tracking and Compliance. State agencies require transparency. Our deep proficiency in bookkeeping and CRM systems means every campaign is tracked and reported.

COMPLIANCE & SYSTEMICS

- Deliverable Milestones
- Bookkeeping Accountability
- CRM Stakeholder Tracking
- Program Impact Reporting
- Government Compliance

Case Study: East Lake Street Revitalization

Taco Tour on Lake Street (LEDC)

Challenge: Revitalize the East Lake Street business area in Minneapolis post-pandemic and civil unrest, helping BIPOC/Latino small businesses recover.

Solution: JLLB Media designed and managed the Taco Tour website event page, orchestrated a bilingual social media campaign, coordinated media relations (newspaper, radio, influencers), and produced storytelling promotional videos.

CAMPAIGN METRICS & OUTCOMES

6,000+

Attendees & Visitors Attracted

40%+

Sales Increase for 22 BIPOC Businesses

636k Media Impressions | 1.33% CTR



Case Study: Youth Exchange Digital Renaissance

North Star Youth Exchange (Rotary)

Challenge: Reignite exchange program allure post-pandemic under strict travel limits. Overcome dwindling enrollments and outdated digital presence.

Solution: Audience segment analysis (parents, students, hosts), complete website redesign, continuous social media content calendar planning, multi-platform Google & Meta advertising, and custom video production.

CAMPAIGN METRICS & OUTCOMES

ENROLLMENT

Revitalized Interest & Program Growth

DIGITAL FRAME

Complete Modern Web Redesign & Hub

Translocated program metrics above benchmark averages



Juan Llerena | worked with 100+ diverse business owners

Certifications: Professional Workshop Facilitator, Sales Coach, Productivity Coach, and Entrepreneurship Coach, Google Ads, Analytics, AI-Powered Performance, Digital Transformation with Google Cloud, Innovating with Google Cloud AI, Trust and Security with Google Cloud, etc.

Tech Stack: Paid Ads Google Search, YouTube, Meta (Facebook/Instagram), CTV, Google Antigravity, AI Tools, Claude Code, Wordpress, Elementor Pro, Design Tools Adobe Suit, Canva, Google Workspace, and more.

Book Author: AI for Small Businesses (2023), Elev@te: Entrepreneurship & Life balance Jorunal/Book (2024)

Nonprofit Leader: Founder of Vamos Impact 501(c)3



Why Partner with JLLB Media?

We represent unique, proven value for Minnesota state outreach programs:

01

BILINGUAL EXPERTISE

Seamless communication in English and Spanish, bridging cultural gaps and ensuring state programs reach underserved communities effectively.

02

PUBLIC-SECTOR TRACK RECORD

Trusted advisor for City of Minneapolis BTAP, Nonprofits like NDC and ReDesign, and Hennepin County Elevate Hennepin. We know how public initiatives work.

03

ACCOUNTABILITY LOCKED

Active CAGE & UEI. Fully compliant bookkeeping and CRM platform processes to guarantee auditable milestone reporting for government contracts.

Government & Industry Codes

JLLB Media performs services under the following industry classifications:

- 541611: Administrative Management and General Management Consulting (Business Coaching)
- 541613: Marketing Consulting Services
- 541219: Other Accounting Services
- 541810: Advertising Agencies
- 541820: Public Relations Agencies
- 541840: Media Representatives
- 541430: Graphic Design Services
- 518210: Data Processing, Hosting, and Related Services
- 541910: Marketing Research and Public Opinion Polling
- 541930: Translation and Interpretation Services
- 541850: Indoor and Outdoor Display Advertising
- 611420: Computer Training
- 611430: Professional and Management Development Training (Workshops & Sales Training)



COLLABORATE FOR GREATER IMPACT

Connecting Communities to State Programs

Let's partner to deliver culturally competent, bilingual communication strategies that achieve real outcomes for Minnesota residents.

President: Juan Llerena (juan@jllbmedia.com) | +1 (612) 730-9520
Location: Waconia, MN 55387 (Carver County Region)
Learn More: jllbmedia.com/capabilities



JLLB Media Business & Marketing | "The Right Message, to the Right People, on the Right Channel."