



Capabilities Statement

COMPANY OVERVIEW

Founded in 1994, Multicultural Marketing Resources, Inc. (MMR) provides marketing, public relations, publishing and consulting/training services:



Departments Served

- Advertising/Marketing
- ERG/HR
- D&I/Supplier Diversity
- PR/Corporate Communications

Market Areas of Expertise

- Hispanic
- African American
- Asian American
- LGBT
- People with Disabilities
- Women/Minority Business Owners

COMPANY INFORMATION

- 26-year history in multicultural marketing/diversity
- Headquarters in NYC, satellite office in Las Vegas
- Website: www.multicultural.com

CONTACT INFORMATION

Lisa Skriloff, President
 Multicultural Marketing Resources, Inc.
 Tel: 212-242-3351 Email: lisa@multicultural.com

PRIMARY SERVICES

- Write and send out press releases to our subscribers to MMRNews (goes to Multicultural brand marketers, agencies, organizations)
- Write brochures
- Ghostwrite PowerPoint presentations
- Create reports on best practices
- Research information for briefing memos
- Publish job postings on multicultural.com and in newsletter
- Plan events, logistics, recruit attendees
- Deliver seminars and training sessions
- Provide list of selected Hispanic, African American, Asian American, LGBT ad agencies and other vendors
- Recruitment services

DIFFERENTIATORS

- Known as leader in multicultural marketing/diversity information and connections
- Extremely conscientious with follow through
- Impeccable work, excel in proofreading
- Personal attention from president
- Concise business writing

CLIENTS

Corporate

- Merck
- Wyeth
- Johnson & Johnson
- Target
- Lincoln Financial Group
- Nascar
- Diageo
- Colgate-Palmolive
- The Clorox Company
- ING
- Orlando Magic
- Nissan
- State Farm

Multicultural ad agencies/ research/marketing firms

- d expósito & Partners
- Ethnic Technologies
- LatinoEyes
- UniWorld Group
- AAAZA
- GALLEGOS United
- The Mixx
- Campbell-Communications, Inc.
- Castells
- TDW+Co
- DRAFTFCB
- WPP

Organizations

- American Advertising Federation
- ADCOLOR Inc.
- Association of National Advertisers
- National Association for Multi-ethnicity in Communications
- Asian American Advertising Federation

Publishing

- DiversityInc
- Diversity Woman Magazine
- Working Mother Media

DIVERSITY CERTIFICATIONS

- 100% Woman Owned
- WBENC certified (Women's Business Enterprise National Council)
- NY State and NYC certified

NAICS Codes

519130 - Internet Publishing and Broadcasting and Web Search Portals;
 511120 - Periodical Publishers; 511140 - Directory and Mailing List Publishers; 519110 - News Syndicates; 519120 - Libraries and Archives; 519190 - All Other Information Services; 541613 - Marketing Consulting Services; 541820 - Public Relations Agencies; 541860 - Direct Mail Advertising; 611430 - Professional and Management Development Training;