



# 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
- Purchasing

### Market Areas of Expertise

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

## COMPANY INFORMATION

- 28-year history in multicultural marketing/diversity
- Headquarters in NYC, satellite office in Las Vegas  
Website: [www.multicultural.com](http://www.multicultural.com)

## CONTACT INFORMATION

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

## PRIMARY SERVICES

- Distribute your announcements and press releases to our subscribers to MMRNews (goes to Multicultural brand marketers, agencies, organizations, MWBEs)
- Recruitment services including Publish job postings on multicultural.com and in newsletter
- Publicize your [Events](#) and Recruit attendees
- Deliver seminars and training sessions via members of our [Speakers Showcase](#)
- Provide referrals to Hispanic, African American, Asian American, LGBTQ ad agencies and other vendors from members of [Source Book of Multicultural Experts](#)
- Free subscription to [Multicultural Marketing News](#)

## DIFFERENTIATORS

- Known as a pioneer 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

- SpectrumReach
- Merck
- Wyeth
- Johnson & Johnson
- Target
- Lincoln Financial Group
- Diageo
- Colgate-Palmolive
- Orlando Magic
- State Farm

### Multicultural Ad Agencies/ Research/Marketing firms

- d expósito & Partners
- Ethnic Technologies
- LatinoEyes
- Admerasia
- AAAZA
- INFUSION
- Gay Ad Network
- IPG
- Claritas

### Organizations

- American Advertising Federation
- ADCOLOR Inc.
- Assn of National Advertisers
- ColorComm
- National Association for Multi-ethnicity in Communications
- Asian American Advertising Fed
- New York Urban League
- MOBE

## DIVERSITY CERTIFICATIONS

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

## NIGP and 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;

91503 - Advertising/Public Relations (Incl. Skywriting); 91522 - Communications Marketing Services; 91527 - Editorial Services; 91573 - Public Information Services (Incl. Press Releases); 91821 - Business Consulting, Small; 91823 - Communications: Public Relations consulting; 91872 - Marketing Consulting; 91875 - Minority and Small Business Consulting;  
95605 - Business Research Services; 95649 - Newsletter Subscriptions;  
96145 - Marketing Services; 96156 - Public Speaking Services;