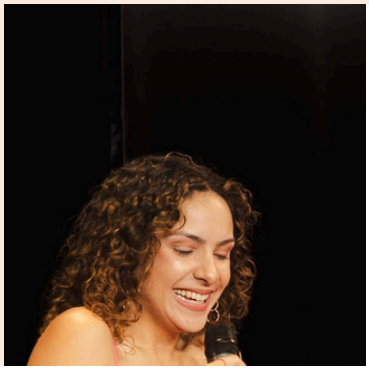
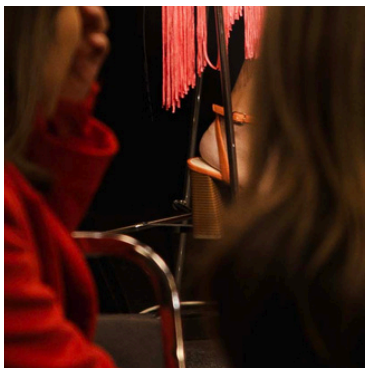
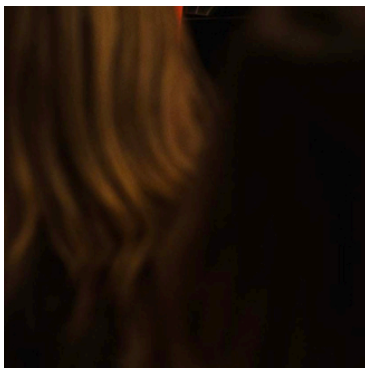
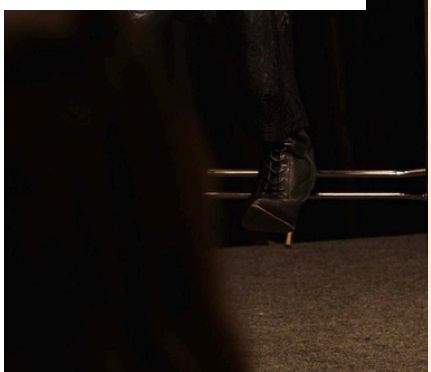
MUJERES *in* MARKETING

Annual Report







Explore More

→

Letter from Leadership



Dear friends, members, and supporters,

I'm so thrilled to be writing this letter after a year of nothing but growth and positivity. I'm also so proud and thankful for the team we have leading this initiative, working together to unite our community so we can continue in our mission to pave the way for a professional, creative community for those who want to join us - *juntas*.

Throughout the year, we achieved some amazing milestones that would not have been possible without your belief and support in our cause. Some of the key highlights include:

- Launching Mujeres in Marketing and beginning our journey as a new nonprofit.
- Achieving our fundraising goal of $1200 for GivingTuesday, enabling us to begin planning and developing our online community to increase access to Mujeres in Marketing for all via MightyNetworks.
- Onboarding new Board and committee members that oversee our events, content development, and online community so we can execute with complete efficiency across all fronts, enabling us to activate with our community even more and scale faster.

Thank you for being a part of the Mujeres in Marketing comunidad! We invite you to continue this incredible journey with us!

With all the good vibes and thanks,

Ashley Rivera Mercado

President, Executive Director
Mujeres in Marketing

These achievements are a testament to our community of supporters' collective effort and unwavering dedication. Your trust and commitment have propelled us forward and continue to be the driving force behind our success. We have ambitious goals and exciting initiatives on the horizon, and are so excited to share them with you soon!

About MiM



Our Story

Mujeres in Marketing is a community dedicated to empowering and connecting women in the marketing, communications, and adjacent industries. Founded in April 2024, it aims to provide resources, networking opportunities, and support for women at various stages of their marketing careers. The organization offers events, workshops, and mentorship programs to foster professional growth and address challenges unique to women in marketing. Mujeres in Marketing has grown into a vibrant network, advocating for mujeres within the marketing and adjacent industries.

Mission

Mujeres in Marketing (MiM) is a community dedicated to uniting and empowering Latinas across the marketing, communications, and adjacent industries.

Vision

At MiM, we envision a world where Latinas in marketing, communications, and adjacent industries thrive—equipped with the community, resources, and opportunities they need to excel. We aspire to elevate their professional visibility, foster career advancement, and champion equal pay, ensuring that Latinas not only secure their rightful place in the industry but also build sustainable income and generational wealth.

"I've made incredible connections. I followed up with Jane [from the first MiM ConoceLA event] and now my journal is being sold in her store. Wouldn't have been possible without MiM!" - Melissa Bautista

Program Overviews

ConoceLA Events

A curated hybrid (in-person and streamed online) event series connecting Latinas in marketing with industry leaders, brands, and peers, primarily in Orlando (but soon to expand elsewhere!). These events offer networking, mentorship, and professional development opportunities while fostering a strong, supportive community.

Preparadas: Online Community Learning

An interactive digital learning space where Latinas can access expert-led workshops, courses, and resources tailored to marketing, business, and career growth. This program ensures accessible, ongoing education, empowering members to upskill and achieve their professional goals on their terms. These programs collectively support our vision of ensuring Latinas have the tools, connections, and financial opportunities to thrive and lead in their careers.









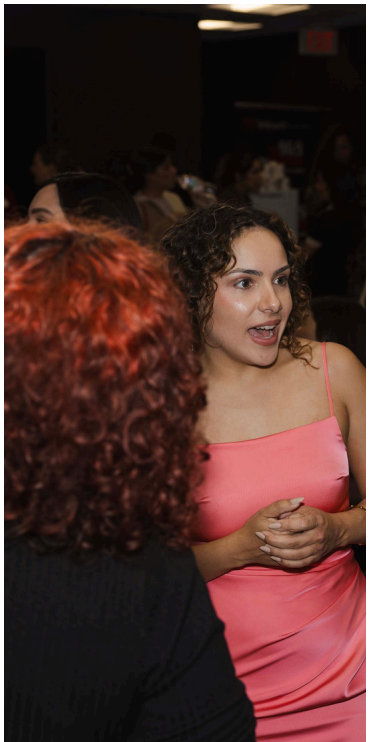


A Year of Impact and Growth

Community Engagement & Participation

This year, Mujeres in Marketing hosted six dynamic events that brought together a vibrant community of professionals and enthusiasts. We welcomed a total of **208 attendees**, showcasing the growing interest in our mission to empower and elevate women in the marketing industry.

- Highest Attendance: Our Launch Party drew **97 attendees**, making it our most popular event and setting an exciting tone for the rest of the year.
- Successful 1st Paid Event: The Holiday Party x ConoceLA! attracted **45 participants** and generated **$345 in revenue**—demonstrating the value of our paid event model and the community's willingness to invest in meaningful experiences.
- Community Reach: While Florida remains our primary hub—with a strong local turnout—attendees joined us from **over a dozen states** and even Canada, underscoring our expanding national and international footprint.







Expanding Visibility & Connections

MiM's outreach efforts proved highly effective, with participants discovering the community through a mix of sources:

- **43%** learned about MiM through social media
- **29%** heard about it via word of mouth
- Other sources included direct connections with professional networks such as **Latinas in Tech** and **ALPFA.**

The strong influence of word-of-mouth referrals and digital engagement underscores the trust and enthusiasm surrounding MiM's mission.



Event Impact & Engagement

Throughout 2024, MiM hosted events that not only brought Latina marketers together but also fostered professional growth and inspiration. The most attended events included:

- The MiM **Launch** Party
- ConoceLA series launch event featuring **Jane Rodriguez**
- Holiday Party and ConoceLA featuring **Hazel Ortiz**, Univision in partnership with Univision Orlando and iHeartMedia Orlando

These gatherings provided attendees with valuable networking opportunities, exposure to industry leaders, and a sense of community that many had been seeking.

> "Meeting Latina women in marketing has expanded my network tremendously and given me a sense of belonging."
>
> "The theme throughout the event that sticks most to me is being unapologetically Latina and embracing all aspects of that."

Transformative Personal & Professional Growth

The impact of MiM extended far beyond its events—participants reported tangible benefits to their careers and personal development.

Many respondents expressed gratitude for the mentorship and guidance they received, with one attendee stating:

“Ashley and Marisa have backed me and talked me through my job search, and I couldn’t be more thankful.”

Others shared how MiM helped them broaden their perspectives and career aspirations:

“I have met so many people and I have loved to hear about their background and see what their career trajectory has been!”

This feedback reinforces MiM’s success in fostering professional connections and mentorship opportunities—a key pillar of its mission.



Looking Ahead: What Participants Want in 2025

Survey respondents provided valuable insights into the topics and initiatives they would like to see in the upcoming year. The most requested themes include:

- Marketing Trends & Strategies
- Career Growth & Mentorship
- Personal Branding
- Leadership Skills
- Entrepreneurship & Running Your Own Agency

Participants also suggested enhancing industry collaborations and thought leadership initiatives, emphasizing the need for:

> **"Cross-collaboration with other industries and launching more thought leadership blogs and content."**



With its first year of programming, MiM has successfully established itself as a transformative space for Latina professionals in marketing. The overwhelming support and enthusiasm from participants demonstrate a clear demand for continued growth, deeper engagement, and expanded career-building opportunities.

Strengthening MiM's Future

As MiM enters its second year, it has the opportunity to build on its strong foundation of community, mentorship, and professional development. Some key areas of growth include:

- Successfully launching the **Preparadas Community** on Mighty Networks, providing a dedicated space for mentorship, peer support, and career advancement for Latina marketers.
- Strengthen structured **mentorship programs** to offer long-term professional guidance and skill-building opportunities.
- Host MiM's first event in a **key strategic city** beyond its current footprint, broadening its reach and impact.
- Establish the **UCF Chapter**, creating a pipeline for emerging Latina marketing professionals and strengthening connections with academic institutions.
- Surpass MiM's **$25K fundraising goal**, ensuring sustainable growth and expanded opportunities for members.



Financial Overview

In our first year, MiM was fueled by the dedication and commitment of its founder and board members, who personally invested much of their own resources to ensure the organization's successful launch. With a total revenue of **$1500**, Year 1 was a foundational period focused on building our community, establishing key programs, and laying the groundwork for long-term sustainability.

As we move into our second year, our goal is to raise **$25,000** to support the continued growth of MiM. This funding will allow us to expand our mentorship initiatives, host impactful events, and strengthen our infrastructure, ensuring a lasting impact for Latina marketers nationwide.





Meet the Team

Volunteer and Staff Recognition



Evie Luciano, Head of Communications



Estefania Guzman, Head of Community Engagement



Ameri Vitale, Co-Lead of Social Media



Jossi De La Torre, Co-Lead of Social Media



Jennifer Madera, Operations Director



Mitzy Tejeda, Events Manager

Partner Appreciation

- BOLD Hispanic Marketing Agency
- Branding By Jo
- Gigi Canaan Photography
- Hi Hello Labs
- iHeartMedia
- Univision Orlando
- Palante Nonprofits



Governance and Board Information

Yearly Changes and Transition to New Leadership

In a significant shift for 2025, we have transitioned into a new board. This change reflects our commitment to continual renewal and strategic innovation. At the same time, we remain deeply grateful for the invaluable contributions of our founding board:

Yeliza Centeio, Vice President

Ana Carolina Salazar, Secretary

Krystal Morris, Treasurer

Moving Forward

Our organization's governance framework is designed to ensure transparency, accountability, and strategic oversight. At the heart of our governance structure is the board of directors, which guides policy, oversees operational practices, and ensures alignment with our mission and long-term strategic objectives. This year, the board has been composed of four dedicated members:



Ashley Rivera Mercado

President, Executive Director



Luana Ortiz

Vice President



Dr. Andrea Ortega

Treasurer, Head of Research and Grants



Laura Camila Rivera

Board Member, Head of Sponsorships and Partnerships

Advisory Board

Marcela DeFaria - Advisory Board Member

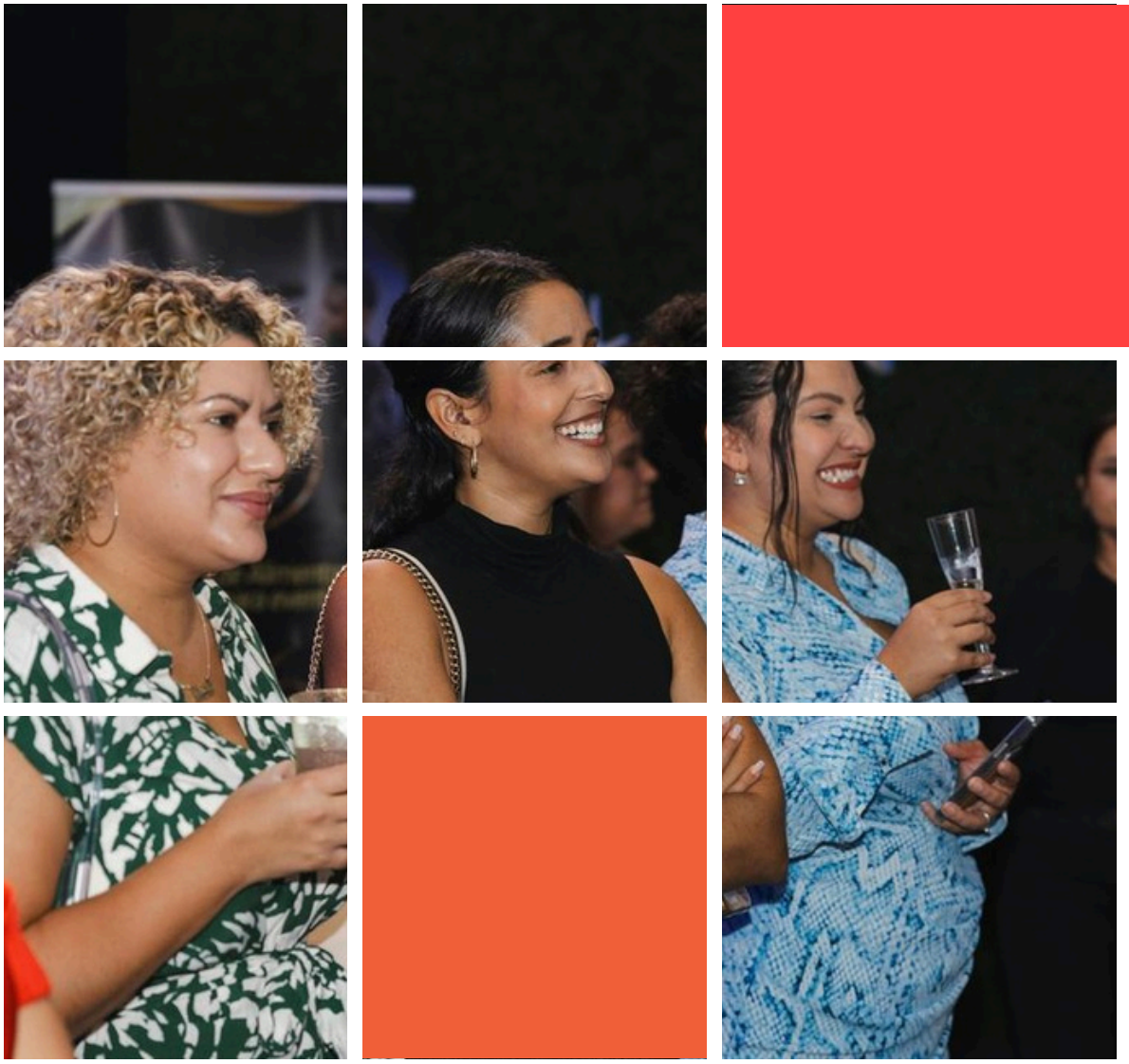
Vice President of Development
CareerSource Central Florida



Marisa Diaz - Advisory Board Member

Principal Program Manager I Talent Management Leader I Global Board Oracle Latinos Alliance (OLA) | Latinas in Tech Central Florida Executive Board





Get Involved

Become A Recurring Donor

As a recurring donor, your ongoing commitment fuels our mission every month. With every contribution, you create vital opportunities for Latinas in marketing to advance their careers, achieve equal pay, and build generational wealth. Click here to become one—our goal is to recruit 20 dedicated recurring donors this year and together drive lasting change.

Become A Corporate Sponsor

Conocenos Sponsor – $2,500

As a Conocenos Sponsor, your $2,500 commitment establishes a strong foundation for our mission. Your brand is recognized with a logo featured on the MiM website and a mention in event email communications. With exclusive access to our Preparadas platform and select media exposure, you help pave the way for Latinas in marketing to gain the visibility and resources they need to advance their careers.

Aliados Sponsor – $5,000

Stepping up as an Aliados Sponsor with a $5,000 investment offers enhanced exposure and impact. Your company will enjoy a detailed 500-character profile alongside your logo on the MiM website, recognition in our Annual Report as a Supporting Sponsor, and prominent placement in event-related materials and social media posts. This tier amplifies your commitment to fostering equal pay and career advancement for Latinas, driving both corporate and community success.

Legado Sponsor – $10,000

Our Legado Sponsor level, at $10,000, represents a flagship partnership with MiM. As a Founding Trustee, you receive a comprehensive website callout featuring your logo and full description, extensive media exposure in our Annual Report, and dynamic engagement opportunities at MiM events—including a booth/table and up to two featured speaker spots per year. With full integration in all event signage, social media, and email communications, your sponsorship not only elevates your brand but also leaves a lasting legacy in empowering Latinas in the industry.



Become an Event Sponsor

Event Sponsor – $500 per event

For those looking to make a targeted impact, our event sponsorship at $500 per event offers a unique opportunity to be an integral part of each MiM gathering. Your support ensures that our events remain engaging and impactful, providing vital exposure that amplifies our mission to empower Latinas in marketing. Each event sponsor plays a key role in driving professional visibility and advancing equal opportunity in the industry.

Have us speak at your event - Ad Hoc

Mujeres in Marketing is led by experienced professionals in the marketing, communications, and adjacent industries. We're open to sharing our knowledge through paid speaking and training engagements to further equip your community with our experience.