



# LOURDES “LULY” BALEPOGI

## President, Chispa Marketing



Lourdes, or Luly as she is more affectionately known, has a knack for delivering exceptional results to her clients and business partners while simultaneously building strong teams and nurturing young talent for future opportunities. She puts forth full effort and shares her admirable work ethic to empower those around her to achieve and exceed goals. Shaping her character with the values of integrity, service, and excellence, she offers outstanding service to clients and prospects and readily goes the extra mile to surpass expectations.

Growing up in Miami, Luly was always told she had *chispa*. Literally translated, *chispa* means *spark*, but it also describes a person who is dynamic, clever, and vibrant. When the time came to establish a firm, there was no doubt that this history would be embedded into the company. Incorporating her luminous spirit, she based the company's mission and values upon her longstanding reputation.

With over ten years of diverse experience in marketing, events, and public relations in various industries, Luly founded Chispa Marketing in 2006. Her clients have included South Beach Wine & Food Festival, Greater Miami Convention & Visitors Bureau, Miami International Film Festival, Legal Services of Greater Miami, Miami Dade College and The Keyes Company, to name a few.

Prior to launching Chispa Marketing, Luly served as Director of Marketing and Public Relations for Florida International University's Eugenio Pino and Family Global Entrepreneurship Center where she spearheaded a major marketing campaign still in place today to promote alumni entrepreneurs. She also managed over fifty annual events, including seminars, conferences, and faculty visits. She also worked as Marketing Manager for Warner Bros. Publications where she developed all facets of a national campaign to launch a music curriculum targeted to children between the grades of K-12. As Assistant Director of Communication and Marketing at the American Red Cross of Greater Miami & The Keys, she was responsible for creating and managing campaigns to increase awareness of the local non-profit organization. Luly also served as a spokesperson for international media and even served in New York City following the 9-11 tragedy.

Currently, Luly is on the Board of Advisors and producing Michelle Villalobos' Women's Success Summit in May 2012, the largest women's entrepreneurial conference in South Florida. In 2010 & 2011, the Greater Miami Chamber of Commerce named Chispa Marketing as a Top 100 Minority-Owned Business. Luly was also nominated as a Rising Star and Chispa Marketing was nominated for the Diamond Awards by Coral Gables Chamber of Commerce in 2011. In addition, not only is she a member of Florida International University's President Council, she also received the FIU Young Visionary Torch Award for making a mark in her industry at such an early stage in her career. Other organizations she is involved in are: Board of Directors, Public Relations Society of America, Miami Chapter; Board of Directors, Greater Kendall Business Association; President, Events Chair, BNI West Execs, where she was also named Most Valuable Member in 2010; Lifetime Member, FIU Alumni Association; Member, Coral Gables Chamber of Commerce.

Luly obtained her M.B.A. from University of Phoenix and B.S. in Mass Communication from FIU.

She lives in Miami with her husband of twelve years, Fabian, and sons George and Marcelo.

## SPEAKING SUBJECTS AND EXPERTISE

---

Chispa Marketing delivers an interactive 'spark' through speaking engagements, and has developed a comprehensive list of subjects, along with summaries, for you to determine which topics suit you best. In addition, we frequently combine or adjust topics to better suit our audience, so don't hesitate to ask.

### \* LIFE

#### ***"The Balance Act – Balancing Life With Work"***

Want to be the best at what you do? Sometimes it helps to have an adequate amount of free time and family time to keep yourself fresh. Learn to balance work and play, and leave the guilt behind.

### \* WEB

#### ***"Is Your Website a Money Pit or a Profit Driver?"***

If your website isn't driving results for your business, it's not doing what it's supposed to. Learn what separates a useful website from one that simply doesn't cut it.

### \* MARKETING

#### ***"How to Get Noticed Without Spending a Fortune"***

Marketing doesn't have to set off a firestorm of spending. There are many things you can do on a shoestring budget that will change the way you do business for the better.

### \* SOCIAL MEDIA

#### ***"Social Media and Your Next Job – The Good, The Bad, and the New Reality"***

A presentation for students or young professionals on the realities of how their social media presence can hurt – or help – their chances of getting a job.

#### ***"Why You Should Jump on the Social Media Bandwagon – And Not Get Left Behind the Cart"***

A presentation for non-adopters of social media with an urgent push for them to get involved.

#### ***"Social Media – The Best and the Rest"***

A presence isn't enough. Learn what separates the players from the contenders in social media, and step up your own game in the process.

### \* BRANDING

#### ***"Building the Brand of You"***

Learn to define yourself by personality traits to talents. Through self-discovery, you'll uncover what makes you 'you,' and discuss how to use it for gain.

#### ***"Your Brand. Your Future. – The Power of Personal Branding"***

An extension of the presentation before it, you'll learn to use your 'brand' as a means to separate yourself from the pack.

### \* NETWORKING

#### ***"Making Networking Work for You"***

You have the connections, now what? Learn to utilize and properly nurture the contacts in your rolodex, and transform them into meaningful connections.

#### ***"Networking on Purpose"***

Networking is like anything else that's done well in business. It needs a strategy and a plan for execution. Learn to market yourself through networking, and grow your business in the process.

## CHISPA MARKETING SERVICES

---

The goal of Chispa Marketing is to provide effective and efficient services in integrated marketing. As experts, we support and even manage any aspect of your communication efforts, including the following:

✦ **MARKETING STRATEGY**

- Integrated Marketing plans
- Marketing audits
- Consultation services

✦ **MARKETING PROMOTIONS**

- E-blasts & e-newsletters
- Printed collateral
- Experiential activations
- Copywriting
- Presentations

✦ **BRAND MARKETING**

- Logo design
- Logo implementation
- Brand guidelines

✦ **WEBSITE DESIGN & DEVELOPMENT**

- Content management
- PHP programming (Object-oriented)
- MySQL databases
- CSS styling
- Social media & blog integration

✦ **SOCIAL MEDIA MARKETING**

- Content creation and management
- Blogging
- Custom profile and background images
- Promotion creation and management
- Custom tabs and web integration
- Monthly reporting and analytics


✦ **EVENT MANAGEMENT**

- Pre-event and on-site logistics
- Budget creation and implementation
- Vendor management
- Speechwriting

# ADDING CHISPA THROUGH EBLASTS

**We've Reupholstered Our Site!**

At Le Jeune Upholstery, we are dedicated to quality craftsmanship and customer satisfaction. That's why we are proud to present our newly refurbished website.



**Take A Look Around**  
www.LeJeuneUpholstery.com

**Drinks on Us.**  
Cool Down. Refresh. Enjoy.



Summer is around the corner, and FIT2Go wants to ensure you stay refreshed in the upcoming months.

We've placed a bottled water into every meal bag, so you can beat the summer heat.

Cool down and kick back after your meal today.  
**Drinks are on us.**

Fit2Go | 305.718.3858  
www.fit2gomeal.com  
ceo@fit2gomeal.com

**EXECUTIVE FANTASY HOTELS**

**IT'S OKAY TO COME INSIDE**



6700 NW 12th Street  
Pentacore Road  
Miami, FL 33156  
305-471-1166

2125 W. Olivebush Road  
Hialeah, FL 33010  
305-838-4020

4925 SW 8th Street  
Miami, FL 33144  
305-267-4490

4330 SW 8th Street  
Miami, FL 33134  
305-443-8464

[www.ExecutiveFantasyHotels.com](http://www.ExecutiveFantasyHotels.com)

**Radio Lollipop's 6th Annual "A Night at the Improv"**

**May 18, 2011 8:00 p.m.**

**\$20 show tickets, good for 2 admissions**

Host: DJ Laz from Power 96  
Headliners: A Pair of Nuts, Yamil Piedra & Johnny Trabs  
Featured Acts: Nathaniel Stroud & John Wynn  
Miami Improv: 3390 Mary Street, Suite 101, Miami, FL 33133  
Proceeds benefit Radio Lollipop at Miami Children's Hospital  
To purchase tickets call 784-024-4421

**Epic Prizes!**

Tickets are 6 for \$20, or an amazing deal at 15 for \$30!

- All-inclusive 3 day/2 night at The Veranda Resort & Residences in Turks & Caicos
- 2 roundtrip tickets on American Airlines from Gray's Travel
- Personal training packages from Develop Fitness
- 3 day/2 night stay at the Mandarin Oriental in Brickell
- 3 day/2 night stay at Gansersort Miami Beach
- 3 day/2 night stay at the Four Seasons in Brickell
- Half-day fishing charter with underwater photo & video from Bad Water
- \$150 gift certificate to Taurus Restaurant in Coconut Grove
- University of Miami football tickets
- 1 night stay at The Hotel Melo in New York City
- Autographed Miami Dolphins football
- 2 all-inclusive 4 hour drift fishing trips from Fishing Headquarters
- Free spa package from Element Salons Studio
- And many more!




# ADDING CHISPA THROUGH WEBSITES

**LeJeune**  
Home Resplendy About Us Resources Contact

**Original Designs**  
Original Designs  
Custom Furniture  
Contract Furniture

**Original Designs**  
Our design team creates contemporary, elegant and timeless furniture for your home. We specialize in custom furniture, including dining tables, chairs, sofas, and more. Our design team works closely with you to create a unique and personalized design for your home.

**Latest News**  
Check out our latest news and updates from the LeJeune Furniture Team.

**Chairs & Seating**  
Our chairs and seating are designed to be both functional and beautiful. We offer a variety of styles and materials to suit your needs.

**Contact Us**  
Name: \_\_\_\_\_  
Email: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
State: \_\_\_\_\_  
Zip: \_\_\_\_\_

**ELEVA solutions**  
Home Services Testimonials Resources Job Postings Contact

**Making Business Successful EVERY DAY! IT'S SO EASY** Start Today

**Human Resources**  
We offer a full range of human resources services, including recruitment, payroll, and benefits administration. Our experienced team will help you manage your human resources effectively.

**Recruiting**  
We have a proven recruitment process that helps you find the best talent for your business. Our recruiters will work closely with you to understand your needs and find the right candidates.

**Loss Prevention**  
We offer a variety of loss prevention services, including inventory management, theft prevention, and safety training. Our services help you reduce risk and protect your business.

**Human Resources Service**  
We provide a full range of human resources services, including recruitment, payroll, and benefits administration. Our experienced team will help you manage your human resources effectively.

**Job Posting**  
We offer a variety of job posting services, including job board advertising, social media recruitment, and direct outreach. Our services help you reach the right candidates for your business.

**EVERY SUCCESSFUL ATHLETE HAS A GREAT COACH... SO SHOULD YOU**

**Integro SUCCESS UNLIMITED**  
Home Coaching Learning Resources Contact

**Coaching your Success**  
Welcome to your success. The place where every goal is within your reach. We help you achieve your goals through coaching and mentorship. Our experienced coaches will work with you to identify your strengths and weaknesses, and help you develop a plan to achieve your goals.

**News from the Coach**  
**APR 11** - Be "The Poison Doleg" - Be empowered!  
"The poison who sees & cannot be done should not eat the poison doing it." - Chinese Proverb  
[Read More](#)

**APR 03** - Your success lies in your character - Don't compromise!  
"Leadership is a potent combination of strategy and character. But if you lack the latter, you are lost." - Sun Tzu  
[Read More](#)

**The Coach's Journey**  
I believe you will find the variety of people and situations inspired in this book both refreshing and, most importantly, powerful.  
[Update Me](#)

**Complimentary Session**  
Book Now

**Happy Strides**  
Home About Us Services & Prices Policies Contact

**Happy Strides Professional Pet Services**  
Happy Strides provides a variety of pet services, including dog walking, pet sitting, and grooming. Our experienced professionals will take care of your pet with love and care. We understand how important your pet is to you, and we will do everything we can to ensure your pet is happy and healthy.

**What makes us different?**  
We know how important a pet is to every family. We will take the time to get to know your pet and your family. Our experienced professionals will provide you with a safe and secure environment for your pet. We offer a variety of services to meet your needs, and we will always be there for you.

**Happy Strides Professional Pet Services**  
Happy Strides provides a variety of pet services, including dog walking, pet sitting, and grooming. Our experienced professionals will take care of your pet with love and care. We understand how important your pet is to you, and we will do everything we can to ensure your pet is happy and healthy.

# ADDING CHISPA THROUGH SOCIAL MEDIA

Executive Fantasy Hotels - EFH Home  
1622 Miami, Florida · 522 likes

IT'S OKAY TO COME INSIDE

Welcome to the Executive Fantasy Hotels, Miami's premier private paradise. We invite you to experience an intimate adventure in our uniquely designed, fully accommodated, adult suites. At Executive Fantasy Hotels, we are about delivering real fantasies for real people.

Like Us

BORN 2 SWIM  
@Born2SwimMiami Miami, Florida USA  
<http://www.born2swim.net>

Follow

Text: follow Born2SwimMiami to your camera and code

Tweets Favorites Following Followers Lists

**Born2SwimMiami** BORN 2 SWIM  
Join Born 2 Swim for our 2nd Annual Toy Drive this holiday season! Donate an unwrapped toy at Born 2 Swim by... [fb.me/1h5ZURQU](https://t.me/1h5ZURQU)  
57 retweets ago

**AliceaMom** @AliceaMom · 13 by Born2SwimMiami  
West Palm Beach Mom Thankful for Woman Who Saved Her Daughter with CPR bit.ly/xpnljyxAPoolSafety #drownalliance  
26 Nov

**drownalliance** @drownalliance · 13 by Born2SwimMiami  
According to the CPSC, toilets are overlooked as a source of drowning in the home-toddlers can fall headfirst into the toilet. #watersafety  
23 Nov

**Born2SwimMiami** BORN 2 SWIM  
Before we close for this long weekend, we want to take a moment to reflect on the many things we are thankful. [fb.me/1aQK9d0Y](https://t.me/1aQK9d0Y)  
23 Nov

YouTube

iZoomProductions  
iZoomProductions Channel

Laura & Javier Wedding Trailer

From iZoomProductions · Oct 18, 2011 · 1 views

View comments, related videos, and more

Chispa MARKETING

Creative Marketing

Web Design

Graphic Design

Social Media

Event Mgmt

Wall

Info

Friend Activity

Home

Twitter

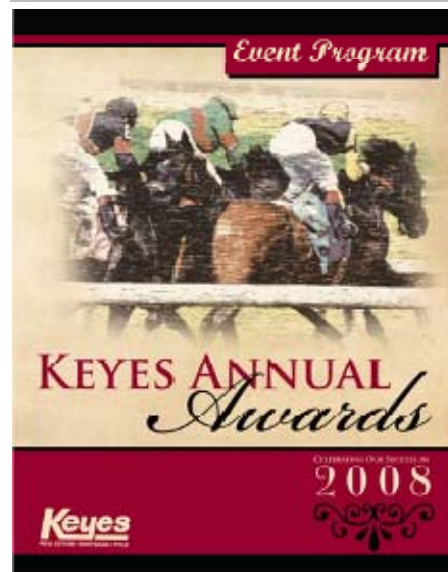
Services

Photos

Notes

More

# ADDING CHISPA THROUGH EVENTS



ADDING CHISPA THROUGH BRANDING \_\_\_\_\_



THEY ALL HAVE

Chispa



Legal Services of Greater Miami, Inc.

# Do YOU?

**SCHEDULE TODAY!**

**305-665-8088**

**LAUREN@CHISPAMARKETING.COM**