

# 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.