

### **Client Testimonials**

“As part of a comprehensive communications strategy, Éxito's targeted media outreach efforts doubled our press coverage in less than a year! This increased visibility has strengthened our brand and our relationships with key stakeholders not only in our nation's capital, but also nationally and internationally as well. Due to Éxito's strategic branding and messaging consulting, today, the Congressional Hispanic Leadership Institute (CHLI) now has a more clear vision, defined message, and renewed sense of purpose. We are on our way to taking our organization to the next level thanks to Vanessa and her team at Éxito Marketing & Communications!”

Mr. Octavio A. Hinojosa Mier, Executive Director,  
Congressional Hispanic Leadership Institute (CHLI)

“Éxito Marketing & Communications has helped lead us toward our future goals. Vanessa and her team are professional, creative, and flexible in responding to our current needs and enabling us to articulate our vision. Vanessa's energy and enthusiasm is contagious. In addition, Éxito was able to involve our Board at unprecedented levels and enable them to see our current and future possibilities as an organization that serves those most in need.”

Mr. Angel Luis Irene  
Executive Director, Vida Senior Centers  
(Formerly EOFULA – Spanish Senior Center)

“Vanessa brought energy, vision and a new marketing approach to National Youth Service Day 2004. This community-wide event, housed in the Executive Office of the Mayor of the District of Columbia, is no easy task, yet Vanessa managed it with ease, creativity and professionalism. She excelled as the leader and facilitator of the 15-member youth task force and reached out to public and private community leaders to involve more than 8,000 people in an extremely successful National Youth Service Day.”

Ms. Deborah A. Gist, Former State Superintendent,  
District of Columbia State Education Office

"If you are seeking a firm to assist your company with marketing planning, branding, market research and plan execution, we cannot think of a firm that is more skilled, nimble and effective than Éxito Marketing & Communications. They really pushed our college, Nyack College DC Campus forward with both our overall marketing plan and our Hispanic Academic Outreach Initiative."

Prof. George Hairston, Director of Admissions & Marketing,  
Nyack College, Washington, DC Campus