

# Driven by results inspired by *Creativity*

MEDIA & EVENT PLANNING SOLUTIONS *by Belen Barriga & Sahel Mir*







# Introduction

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# Who we *are*

We are a multifaceted agency and your go to experts for event planning, social media content creation, professional photography, video production, and strategy that elevates your business. We personalize every client's approach and bring everything to life in house from websites and content calendars to posting, analytics, and community outreach. Our team stays fully committed to your marketing goals, adapting to changes and overcoming obstacles with a strong and persistent attitude. We also manage a trusted network of influencers, making collaborations and events seamless for every brand.

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# Our *Services*

- **Influencer Marketing & Guest List Curation**

We curate and host influencer-focused events to promote your space, menu, or concept—handling outreach, RSVPs, and turnout to ensure maximum buzz and visibility across social platforms.





# Our *Services*

- In-House Social Media Training

## **Empowering Your Team in 90 Days**

We offer consultations and a hands-on 90-day training program for businesses ready to manage social media in-house.

## **Your team will learn:**

- How to develop and plan monthly content
- Recording strategies & content ideation
- Easy-to-use editing tools
- Scheduling & consistency best practices

This program helps businesses build internal capabilities while opening the door for continued collaboration with our team.





## INTEGRATED SOLUTIONS

Combining social media marketing with curated in-person events creates cohesive campaigns that lead to deeper connection with your target audience

## CUSTOMIZATION

Tailoring services to meet specific client needs and goals.

## EXPERIENCE AND EXPERTISE

Highlighting team credentials and showcasing successful case studies to demonstrate extensive expertise.

# Our Unique Approach





## Successful Projects:

### **Brief overviews of past successful social media campaigns**

- Summarize past social media campaigns, highlighting objectives, strategies, and results

### **Highlight standout events organized by your team**

- Showcase memorable events your team organized, detailing purpose and outcomes

### **Include testimonials and client feedback**

- Share client testimonials and feedback highlighting positive experiences and impact

# Case Studies / Portfolio





Our Social Media Takeover service is designed to elevate your brand's presence during key events, from awards shows and galas to advocacy days on Capitol Hill. We take full control of your social media channels to ensure a cohesive, professional, and impactful representation. Our team captures live moments, creates engaging content, and interacts with your audience in real-time, showcasing the best of your event across platforms. Each takeover is carefully tailored to reflect your brand's voice, drive engagement, and leave a lasting impression. Let us handle the details so you can focus on what matters most—your event.

**Events we've covered:**

- Hispanic Heritage Awards
- Hispanic Heritage Welcome Dinner
- Hispanic Heritage Honoree Dinner
- Immune Deficiency Foundation Advocacy Day at Capitol Hill
- DC Official Hockey Team (The Capitals) Social Media Collaboration

# Social Media *Takeovers* for High-Profile Events

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We offer tailored workshops to help individuals and organizations harness the power of social media in their specific industries. Our sessions provide practical tools and actionable insights, empowering participants to confidently navigate the ever-evolving digital landscape.

**Workshops we've done:**

- Celebrating Women in Business: Free social media workshop on "How to Effectively Use Social Media"
- Girl Leadership Program, University of Maryland: "Understanding Social Media and How to Use It Responsibly"
- Social Media Strategies for Medical Professionals

# Workshops





# Process

HOW WE WORK

- Initial consultation and understanding client needs
- Strategy development and planning
- Execution and real-time management
- Post-event analysis and reporting

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Personalized Service

Attention to Detail

Experience and Expertise

Creative Ideas

Vendor Network

Stress-Free Planning





# Meet the Team

*Belén Barriga*

has a degree in communications, and a background in radio and television, including as the Washington, DC correspondent for Telesur, an international South American network. As a local radio show producer and personality, she gained popularity in the world of media in the DC Metro region, and has now transferred all of her knowledge to the social media market to help businesses, artists, and organizations elevate their content to a professional level.



*Sahel Mir*

She is a passionate Social Media Coordinator, Content Creator, and strategic cofounder of a full service marketing agency. Her mission is to transform digital presence into memorable, high impact experiences through thoughtful storytelling and data driven strategy. With expertise in creative direction, content calendars, campaign development, community engagement, and production management, she brings both vision and structure to every project. She leads with creativity and intention, ensuring every brand she works with stands out and shines across the digital landscape.

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*Jose "Toñito" Soto*

Jose Soto is passionate about photography and video with extensive experience creating visual content for a variety of projects. From weddings and events to portrait and publicity sessions, he specializes in capturing authentic and emotional moments that tell powerful stories.



*Will Campos*

Will has a degree in Art and a degree in Information Technology, combining the two to be the visual production and editing component of TeamBelu. In addition to that, he has over ten years of experience as a public speaker, press release writer, editor, and is also accent neutral both in English and in Spanish.

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*Arantxa Guinea*

Arantxa is a graphic designer with a passion for branding, content creation, and visual storytelling. She's worked with small businesses and creatives to craft everything from illustrations to scroll-stopping social content. From quick sketches to last-minute Reels, she blends design skills, storytelling, and just the right dose of creative chaos to make content that connects.



*Rebeca Barrientos*

Rebeca is a marketing strategist who blends creativity, strategy, and authenticity to craft compelling brand narratives. She studied Marketing and communications in El Salvador. Rebeca specializes in creating content that not only captures attention but also builds trust, engages audiences, and drives action and strategies focused on results.



*Mafer Paredes*

Mafer is a multidisciplinary graphic designer who specializes in brand identity & creating cohesive visual narratives. Her background includes: creative direction and photography. She manages social media content, develop creative concepts and align visuals with brand strategy across platforms. Mafer blends aesthetics and strategy to build brand identities that communicate with purpose.





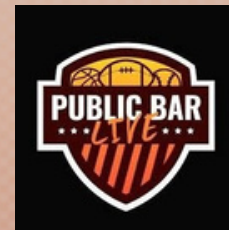
## *Analucy Benavides*

Analucy Benavides has a degree in government and politics, concentrating on Latin American studies. She is fluent in three languages and uses her multilingual skills to engage and reach broader audiences. Through her captivating storytelling, she is a content creator who makes ordinary life feel and look extraordinary.



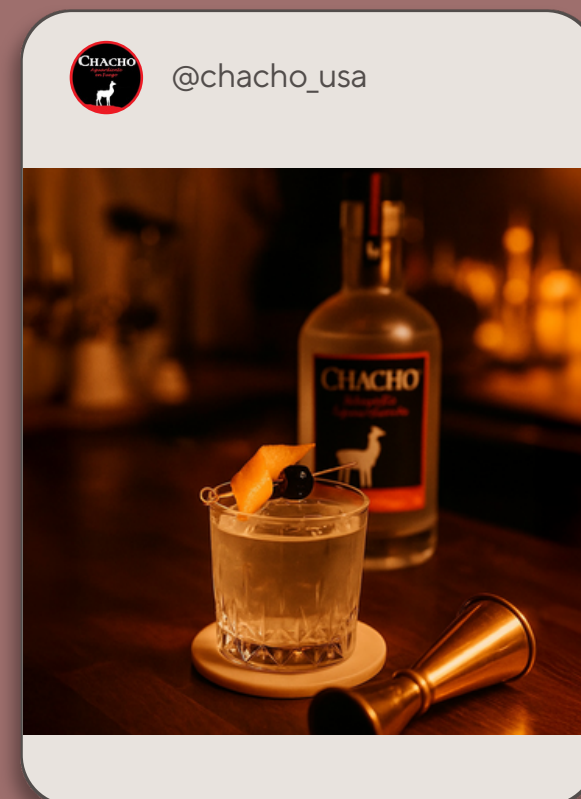
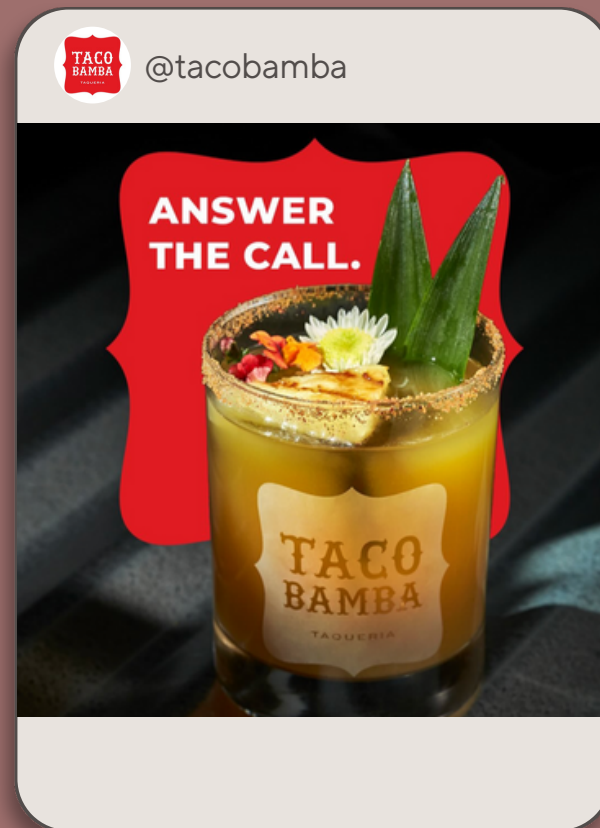


# Clients





Team Belu  
creators



# A few *Samples* of our work

DC RENTAL - EVENT RENTALS

DESIGN CUISINE - CATERING

EVENTS - UNION STATION

CHACHO - DESTILERY PRODUCTS

TACO BAMBA - RESTAURANTS

CASTAS RUM & BAR





# Why Choose *Us?*

- Personalized Service
- Experience and Expertise
- Vendor Network
- Attention to Detail
- Creative Ideas
- Stress-Free Planning

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Thank *you!*

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