

Certified Business Spotlight: CRL MEDIA LLC
SBE and M/WBE certified

Supporting Diversity through Multicultural Marketing

In the vibrant landscape of Palm Beach County, where diversity is celebrated, one trailblazing agency has been leading the way in multicultural marketing and public relations. CRL Media, under the leadership of founder Claudia Ruiz Levy, has not only left an indelible mark but also made history as the very first Hispanic and women-owned multicultural marketing agency in this dynamic region.

CRL Media Services: Connecting through Culture

CRL Media's expertise in public relations, event planning, branding, and marketing research have made a profound impact in connecting local businesses and organizations with the power of the Hispanic community and other minorities. Serving as a bridge, CRL Media provides essential multicultural guidance and insight to help businesses, non-profits and government organizations reach diverse audiences effectively. Through a deep understanding of culture, CRL Media helps its clients not only expand their reach but also build meaningful, lasting relationships with diverse communities, ultimately contributing to the growth and success of businesses and organizations in an increasingly multicultural world.

School District Hispanic HR Outreach Program: A Summer of Success

Perhaps one of the most successful 2023 campaigns is CRL Media's work in helping the School District of Palm Beach County meet their challenge of finding qualified applicants for hard-to-fill vacancies by tapping into the local Hispanic community. The 'Trabajo Sí Hay' (Yes, there is work) initiative mirrored the district's commitment to inclusivity, bridges employment gaps and offers career growth prospects to qualified Hispanic workers in various roles. Through partnering with local churches, CRL implemented a series of highly successful job fairs that resulted in hundreds of people lining up for job opportunities within the School District's operations department. Many of these applicants had the necessary skills to fill vacant jobs ranging from bus drivers, cafeteria staff, maintenance, and more, but weren't aware of the opportunities and benefits available through the School District.

"The Chief Operating Office was delighted to collaborate with CRL Media on our recent community outreach recruiting initiative. The recruiting events, orchestrated by the CRL team, were incredibly successful in attracting diverse talent to our organization. Their meticulous planning, attention to detail, and dedication to our cause were evident throughout the entire process. The CRL team's expertise and professionalism shone brightly as they seamlessly managed every aspect of the event, from marketing and promotion to on-site logistics and candidate engagement. I would wholeheartedly welcome the opportunity to collaborate with them on future projects" said Heidy Gonzalez, Human Resources Partner at The Chief Operating Office, School District of Palm Beach County.

Other CRL Media client partners include Children's Services Council of Palm Beach County, The Kravis Center, The City of West Palm Beach, The City of Boca Raton and Boca Raton Police, Helix

Urgent Care, Learn It Academic Systems, Doctors House Calls, and Integral Dental, among others. Learn more about their work at www.ideaswithanaccent.com