



## MEMBER SPOTLIGHT

### MEET THE AUTHOR

Columbia native Lindsay Odom recently received her degree in Communication from Clemson University, and is spending her summer as Endeavor's first intern. In addition to social media responsibilities, she's interviewing many of Endeavor's members to learn (and share) more about marketing, agency life, entrepreneurship and what it takes to create meaningful work for clients.



Ramon Nieves, left, with Gustavo Nieves seated in the middle and UniComm Media Group.

### MEET THE MEMBER

- **Who:** Ramon Nieves
- **Title:** President and CMO
- **Company:** UniComm Media Group
- **Website:** <http://unicommmedia.com>

## "CONNECTIONS THAT CROSS CULTURES"

BY LINDSAY ODOM

To be honest, before I sat down with Ramon, I thought this was going to be another stereotypical interview about a marketing firm and the projects they do for their clients. After thanking Ramon for sitting down with me and explaining the blogs I'm writing about Endeavor members, I opened up the floor to him: "tell me a little bit about yourself and how you got started in your company."

"I was born in Puerto Rico..." – my mind immediately went to the 12 hours I spent walking around that beautiful city three summers ago during a cruise. In my mind, Puerto Rico is a perfect and unique blend of Charleston and Granada. A lot of people I've talked to at Endeavor come from city backgrounds, but nowhere like the island of Puerto Rico.

It always interests me to see how people like Ramon end up in Greenville. If you read my blog post from last week, you know that I used to believe that moving to New York City or Los Angeles shows that you're serious about a marketing or communications career.

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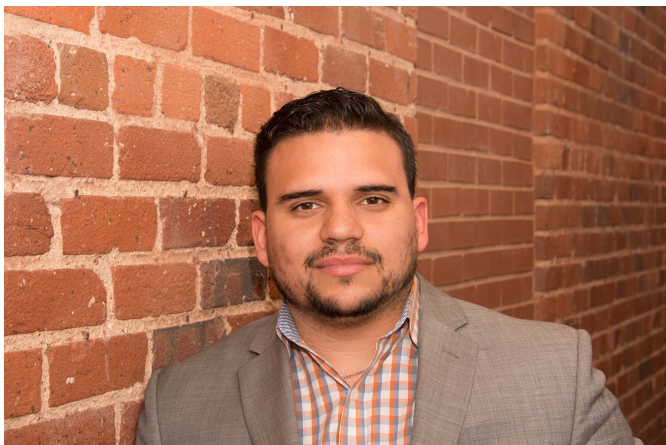
 Endeavor Greenville

# I can really see the difference we make in the Hispanic community...

Well, this internship is proving me wrong. Ramon went to Bob Jones University to study marketing, and then got his Masters in Business Administration. After graduating in 2009, he found himself in that exciting but maybe more stressful time we've all experienced – looking for a job.

Ramon decided to take matters into his own hands with the help of his brother, Gustavo (cool name, right?). Together, they created a full-service marketing agency that, in Ramon's, words "helps brands and companies reach the Hispanic market." *Ok, that's nice*, I thought to myself. *You wanted a change of pace, so you left the Caribbean for the Blue Ridge Mountains, and decided to start your own company inspired by your Hispanic heritage.* But I was curious to see what was so special about UniComm Media Group. I had some more investigating to do – what sets them apart from every other marketing company, and why is it so important to start a marketing agency just for the Hispanic community?

So, I asked Ramon my favorite question: what's one of your favorite current projects? Spoiler alert: it's not from a small client. "Greenville Health System contracted us to be their Hispanic community consultants," Ramon shared. "I can really see the difference we make in the Hispanic community through health education."



*Boom.* Just like that, Ramon put it in perspective for me. First of all, I was blown away that a small company with a business plan drafted in Ramon's parents' house on a white board the size of a TV could grow to represent one of the largest healthcare organizations in the southeast. Second, as the daughter of a doctor and an enthusiastic student of the intercultural and health communication classes I took at Clemson, I understand how important it is to be a cautious and mindful communicator, especially in the healthcare field. So, I was touched to hear that Ramon has made this his life purpose – combining his roots with his passion for marketing and communicating.

Besides large clients like GHS and Scansource, Ramon also works with agencies, some larger and some smaller than UniComm Media Group. They're categorized into three core tenets: strategy, execution, and creativity. Recently, UniComm rebranded an Atlanta dental office, designed a billboard and other campaign materials for a law group, and represented the Michelin Development Company at the Mexican and Central American Independence Day Festival. "It's a different experience with all of our clients," Ramon shared. "They're all a part of different markets, and on top of that, we're challenged to use a different language and design strategy than a U.S. based market." UniComm Media Group also shares Hispanic marketing tips and tricks on their website, "El Blog," that I've already learned so much from after talking to Ramon. Trust me, you're going to want to check it out.

So what's the best part? "Bringing value to our clients," Ramon answered with confidence. After all, that's the purpose of marketing, and Ramon and his team have and will continue to successfully make connections that cross cultures.