



JALI CREATIVES
YOUR STORY. YOUR WAY.

Jali Creatives

Strategic Storytelling. Purposeful Design.

Digital Marketing for small business leaders and nonprofit changemakers.

jalicreatives.com | [@jalicreatives](https://www.instagram.com/jalicreatives)



WHO WE ARE

We are a boutique marketing agency rooted in cultural insight, intentional creativity, and results-driven strategy. We guide mission-driven organizations and service-based businesses in clarifying their message, elevating their brand, and telling their story with power and polish.

From nonprofit campaigns to small business websites, we specialize in translating big vision into a compelling digital presence.

MEET THE FOUNDER

Juana blends a background in communications, nonprofit leadership, and brand storytelling to lead Jali Creatives with heart and precision. A lifelong writer and multidisciplinary artist, her approach to creative strategy is both intentional and intuitive, striking a balance between structure and flexibility to guide clients from idea to impact.

“We help founders and teams turn their story into strategy, by crafting brands that feel as aligned as they are effective.”

--Juana J. Jones



Juana J. Jones
Founder & Creative Director
15+ Years in Communications
& Creative Strategy

WHAT WE VALUE

At Jali Creatives, we believe that:



Storytelling can change the world.



Impact and integrity are inseparable.



Design is a form of care.



Every brand we touch is more than a business, it's a legacy in motion.

Our work is rooted in purpose and shaped by the people we serve. We don't just execute—we translate bold ideas into visuals, words, and experiences that move audiences and inspire action.

We specialize in supporting women founders, small teams, and mission-driven organizations with messaging, branding, and marketing that's not only strategic but purposeful.

HOW WE WORK

Purposeful. Personalized. Proven.

We believe every project should be rooted in strategy and elevated by creativity. Our process is designed for collaboration, clarity, and measurable results.

1

DISCOVER

We start with intentional onboarding, market research, and message refinement to understand your audience, brand, and goals.

2

CREATE

We develop content, visuals, and digital experiences that speak clearly and confidently to your community.

3

COLLABORATE

You'll have the opportunity to review, refine, and approve every asset. We welcome feedback and ensure final deliverables feel aligned and authentic.

4

IMPLEMENT

With everything ready, we publish, schedule, or hand off final files—equipped for impact and long-term growth.



WHAT MAKES US DIFFERENT



We lead with emotional intelligence and cultural awareness



We're collaborators, not vendors—your goals are our north star



We bring structure and clarity to every creative process



We work with heart and deliver with excellence

OUR SERVICES



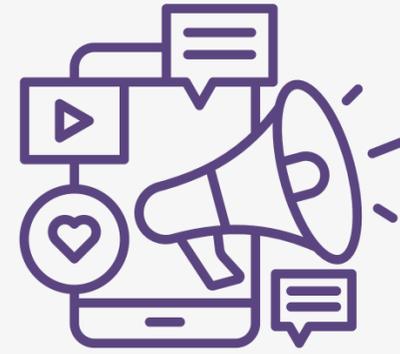
Strategy & Storytelling

- Brand messaging & positioning
- Audience & journey mapping
- Campaign development



Visual Identity & Design

- Logos, brand systems, and templates
- Pitch decks & annual reports
- Collateral design



Digital Presence & Content

- Website design (Wix, Squarespace & WordPress)
- Email marketing
- Social media content & design



Conference & Campaign Support

- Pre-event strategy & digital promotion
- Speaker assets & visual storytelling
- Event websites, programs, and real-time content capture

OUR WORK





FLORIDA JUSTICE INSTITUTE

GIVE MIAMI DAY CAMPAIGN



CHALLENGE

FJI had seen minimal results from prior Give Miami Day efforts—raising just \$1,500 from 20 donors. They needed a compelling and coordinated strategy to change the narrative.

SOLUTION

We created and executed a multi-channel campaign including:

- A cohesive campaign theme
- Weekly email marketing
- Board toolkit for ambassador engagement
- Branded graphics + social content

RESULTS



Raised \$35,500 —
more than 2,200% increase



Attracted 117 unique donors



Repositioned FJI as a strong
local player in digital fundraising



INTERNATIONAL NONPROFIT

COMMUNICATIONS EXECUTION IN
SUPPORT OF FRACTIONAL CCO

CHALLENGE

An international organization navigating leadership turnover, reputational complexity, and pandemic-era uncertainty required consistent, strategic communications execution.

The Fractional Chief Communications Officer needed a trusted partner capable of managing daily digital operations while supporting high-stakes events and brand initiatives.

SOLUTION

As the embedded communications execution partner to the FCCO over a multi-year engagement, we:

- Led the organization's ongoing digital communications across email and social platforms
- Operationalized FCCO-led messaging during leadership transition and repositioning
- Built brand identities for new initiatives and supported website relaunch
- Directed conference communications for consecutive annual events (virtual 2021; in-person 2022), spanning promotion, live engagement, and follow-up
- Delivered stakeholder and funder-ready performance reporting

RESULTS



Achieved 46% average open rates across weekly emails



Generated over 100,000 organic impressions from high-value social posts



Deepened stakeholder trust and engagement during a critical leadership transition

Philanthropy
miami

PHILANTHROPY MIAMI

IGNITE! CONFERENCE (2023–2025)



CHALLENGE

PhilanthropyMiami needed consistent, professional event marketing that could grow with its signature annual conference—IGNITE!.

SOLUTION

Over three years, we've delivered:

- Comprehensive event marketing strategies
- Social content (before, during, and after the summit)
- Email marketing campaigns for registration, engagement, and follow-up
- Real-time content support for speakers, partners, and attendees

RESULTS (2024)



Emails consistently achieved 45–55% open rates across 9+ sends



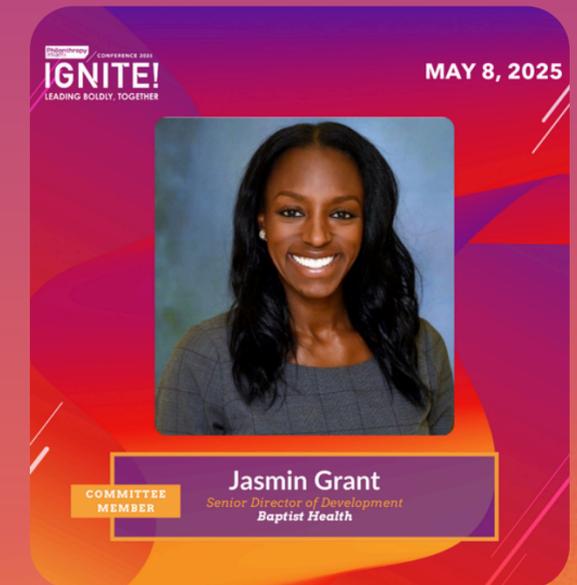
Drove over 120 organic LinkedIn mentions by community leaders and sponsors



Delivered a 3.8x increase in social engagement year-over-year



Increased conference attendance levels to record highs (300+ 2023-24; 400+ 2025), maintain high retention, and visibility among key funders + attendees



CLIENT TESTIMONIAL



“

The team at Jali Creatives is highly creative, communicative, and consistent! I love that they come up with great ideas for both social media and email marketing for my own business, and I know that if I recommend them to other clients I serve, they will be a professional partner that gets the work done well.

”

JENNIFER HUDSON
ThinkBeyond PR



“

Working with Juana Jones of Jali Creatives has been an absolute pleasure and a tremendous asset to BizHack Academy. Over our long and fruitful partnership, Juana has consistently demonstrated her expertise in social media and brand building serving multiple roles that have significantly contributed to our success.

”

DAN GRECH
BizHack Academy

JALI AT



THE NEXT CHAPTER

As we approach our 10-year anniversary, we're focused on:

We believe every project should be rooted in strategy and elevated by creativity. Our process is designed for collaboration, clarity, and measurable results.



Expanding capacity to take on larger, longer-term retainers



Building new creative systems for design, reporting, and story-led content



Scaling our executive-level communications support model for Fractional CCOs and growing organizations



Sharing more case studies and insights to support our community of founders

We're proud of what we've built — and excited for what's ahead.

LET'S TELL YOUR STORY

Book a Discovery Call:
calendly.com/juanajones/15min

Email:
info@jalicreatives.com

Instagram:
[@jalicreatives](https://www.instagram.com/jalicreatives)



JALI CREATIVES

Where strategy meets story—and purpose becomes presence.