CAMI

CASE STUDY

2024-2026

WE ARE ALX

CREATIVE MARKETING TO ADVANCE LATINO PROSPERITY

Strategic Partnership · Fractional CMO

Content & Design · Team Coaching

WE ARE ALX

CAMI STRATEGIES:

SOCIAL MARKETING & BRAND CONTENT

ABOUT WE ARE ALX

Founded in 2017, We Are ALX (formerly Amplify Latinx) is a nonpartisan, collaborative institution dedicated to expanding Latino economic mobility, strengthening leadership representation, and generating research that informs policy, practice, and investment. We Are ALX engaged CAMI Studio as a strategic partner from 2024-2026 to design and deliver impactful marketing strategies to help re-introduce and expand the organization at a critical time.

CAMI'S IMPACT

Through Creative Automation and Marketing Innovation, CAMI Studio elevated We Are ALX’s digital presence, while pushing forward its new brand. CAMI developed high-impact organic content, spanning custom designs, social posts and event promotion. The goal was engaging communities while nurturing organizational relationships. Coupled with twice-monthly strategic coaching, CAMI also promoted an AI training and AI search optimization campaign that expanded ALX’s reach and community growth, while empowered the ALX team.

FRACTIONAL CMO

ORGANIC CONTENT

TEAM MGMT



The Challenge: Introduction of new brand to members; implementing new brand across marketing channels, while maintaining authentic, trusted voice.

CAMI Solutions: A custom campaign spanning organic content, creative design, online community collaboration, and strategic team management.

CAMI DESIGNS:

WE ARE ALX NEWSLETTER



Dear Amplifier,

August is here, and it's shaping up to be one of our biggest months yet. We're welcoming a new advisor to our Board, celebrating alumni recognitions from Boston to Hong Kong, and marking a major win for Latino entrepreneurship in the Commonwealth's FY27 budget. Add a full calendar of community events, from the ballpark to the dance floor, and there's a lot to celebrate together this month. We are proud of what we have built together across Massachusetts, and we are looking forward to what comes next. Let's dive in!



Melina Cortes-Nmili Joins the ALX Board of Advisors

We are proud to welcome Melina Cortes-Nmili as our newest Board of Advisors member and to celebrate her continued impact as an ALX100 2025 alumna who consistently sets the tone and leads by example. Welcome to the Board, Melina! ¡Felicidades!

ALX100 Alumni Making Waves

We love celebrating your news! Please send updates and ALX stories to laura@wearealx.org for possible inclusion in future newsletters.



Kati Fernandez

Congratulations for launching her new podcast, "Everyone Watches Women's Sports"



Giselle Rivera-Flores

Congratulations to Giselle Rivera-Flores, who has been named WCAC's first-ever Chief EA Officer!



Elizabeth Cruz

Congratulations to Elizabeth Cruz, recently honored by the Instituto Cultural de Puerto Rico.

CAMI produced a flexible newsletter template with masthead, section banners, and branded content so **We Are ALX's team can publish consistently going forward**, without depending on agency support for every piece of content.

CAMI Event Marketing:

AI Workshop Promotion



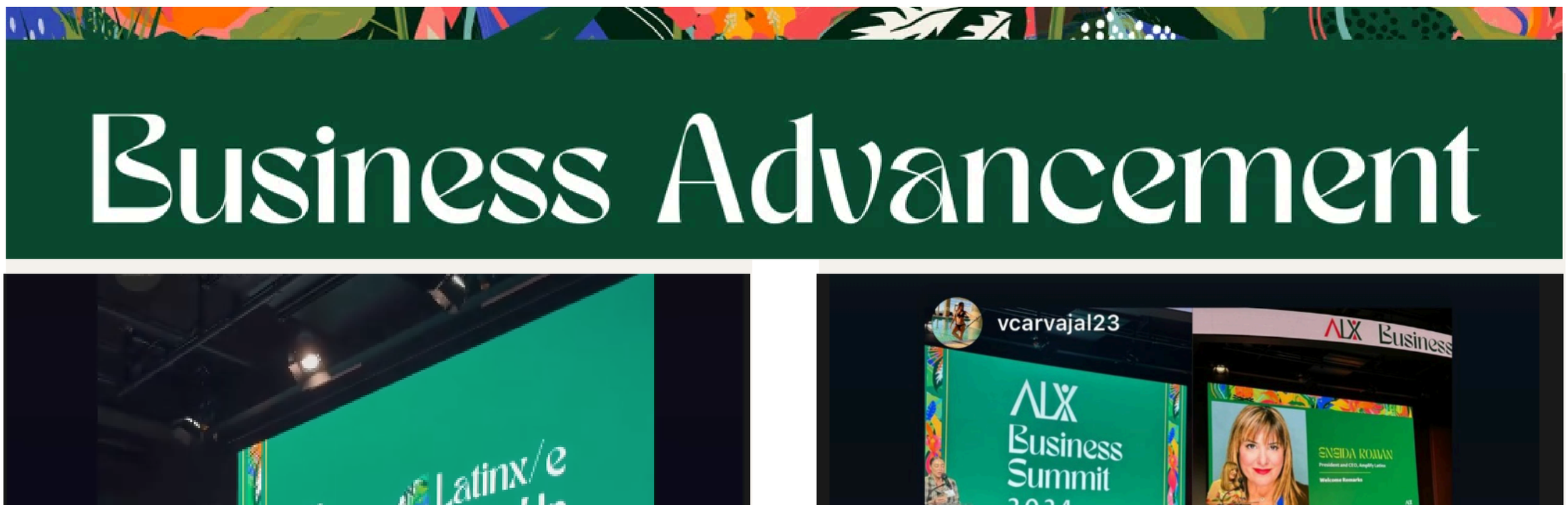
EVENT MARKETING · BILINGUAL

AI Workshop Design and Marketing

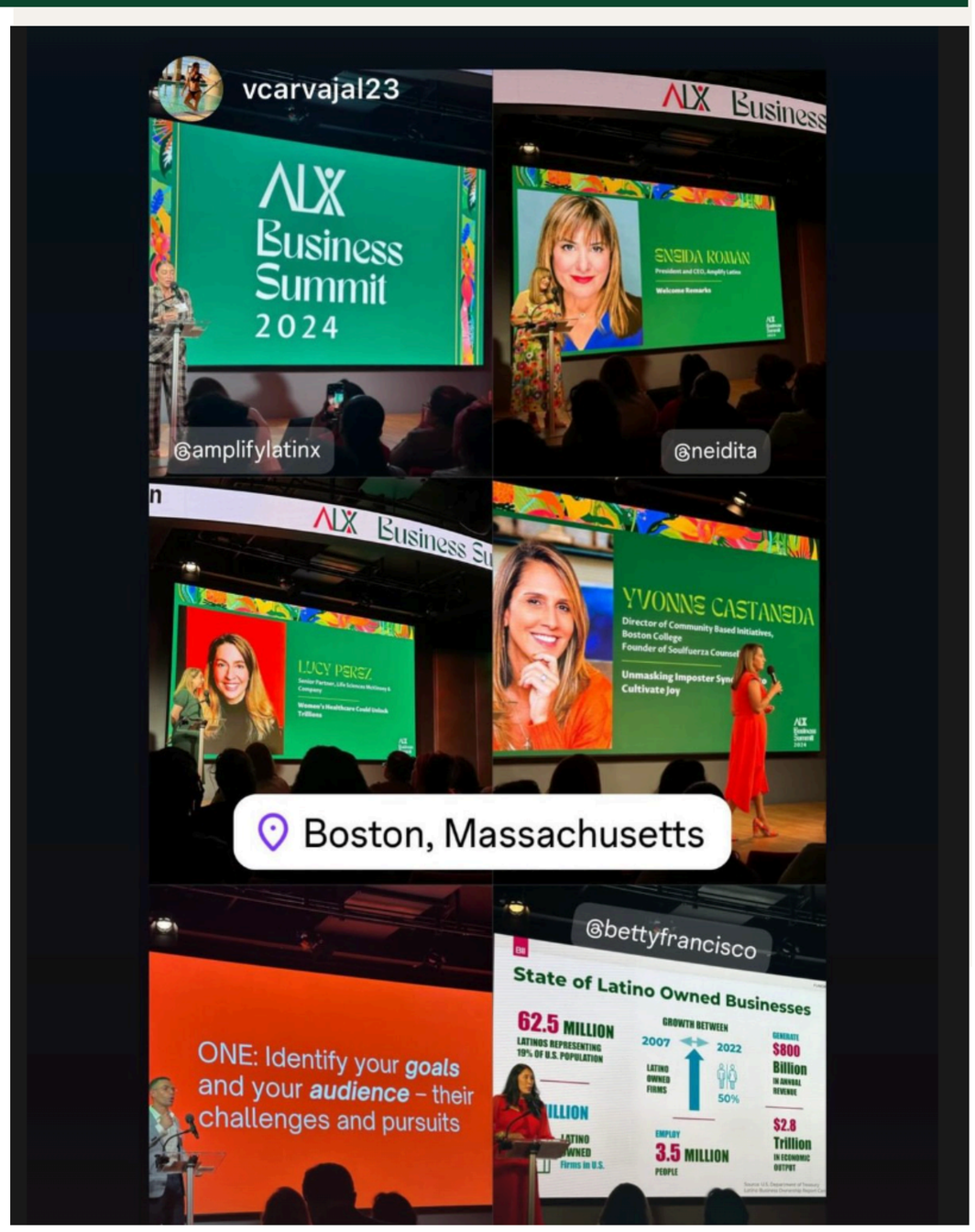
CAMI marketed a bilingual AI workshop for We Are ALX, focused on helping its small business owner members harness AI to market and grow their companies.

CAMI Media:

SOCIAL MEDIA DESIGN & CONTENT





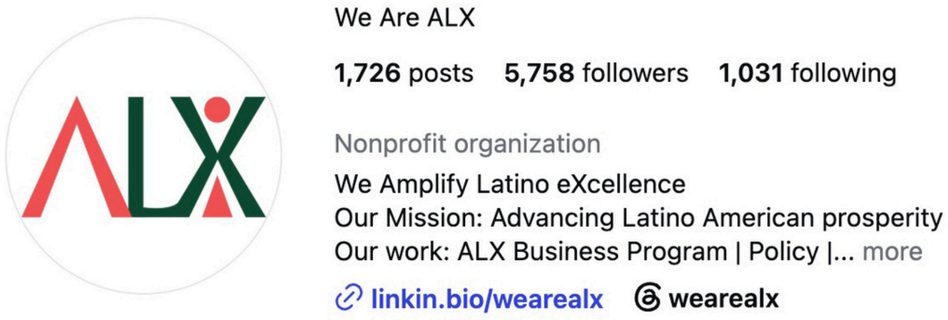


SOCIAL MEDIA · INSTAGRAM SAMPLES

ALX Business Summit 2024

CAMI marketed a small business pitch event for We Are ALX, including custom designs, content and videos from the summit, located at WBUR City Space in Boston.

CAMI DIGITAL IMPACT:



- Set up e-mail marketing campaign; **oversaw account growth to 7,000 subscribers**
- Supported new brand implementation and **Sold-Out Business Summit with 200 attendees**
- Promoted **ALX100 event with over 300 attendees**
- New design and content for **Instagram, supporting growth to nearly 6,000 followers**