

# UKONIK

**Dedicated to  
Making Brands  
Iconic**

**PRESS KIT  
2021**

ukonik.com

# Pandemic Gives Entrepreneurs Vision to Create New Digital Marketing Agency

Working to help clients extend their reach to the 1.5 billion social media users

(New York City, NY), March 22, 2021 – The COVID-19 pandemic dealt a harsh and brutal blow to companies trying to stay open and relevant in 2020. New York City-based entrepreneur Luisa Mendoza felt the effects first-hand that led to a halt of her business, GTSE - Global Tourism Sports & Entertainment.

Putting herself in other owners' shoes, she and fellow entrepreneur Tim Carter pivoted and created a new company to give businesses a significant presence in the ever-important digital landscape.

Today's reality is that businesses need to invest in digital marketing to thrive, survive, and grow. For example, look at the power of digital search engine Google. According to Internet Live Stats, Google receives over 77,000 searches per second. With a digital marketing plan in place, businesses should strive to make the search result list when consumers are searching for specialty services.

Knowing the powerful impact of this type of marketing, Mendoza and Carter created UKONIK, a New York City-based brand-new and privately-held company entering the digital marketing and advertising industry by supporting businesses' adaptation to digital reality. With Mendoza as its CEO, Carter as its COO and a team of leading industry experts, some of the key services offered by UKONIK include, marketing, public relations, personal brand development, web design, growth strategies and executive leadership transformation solutions to clients.

"I am thrilled to launch UKONIK because we are going to help our clients turn their dreams of success into reality," Mendoza said. "As a single mom who takes care of her daughter and parents, I had to pivot immediately into a business I was passionate about and knew would help as many companies thrive in the midst of a global pandemic and beyond. UKONIK was built with the intention to create an all-encompassing solution that would help brands become iconic while helping its leaders leave a legacy."

The post-pandemic economy is witnessing a transition towards digitalization. New social trends show a global increase in screen time and device dependency highlighting the importance of a strong digital marketing strategy for businesses to succeed and stay relevant. Statistics point to that direction. As per eMarketer, the average US adult spends 3 hours and 43 minutes on their mobile devices per day, and according to McKinsey and Company, there are 1.5 billion social media users across the globe.

"We are thrilled to be launching UKONIK at a time when digital marketing has become essential," Carter said. "Whether it is in business or in their personal life, UKONIK is a means to helping others become successful."

## About UKONIK

UKONIK is a full-service digital marketing agency equipped with Public Relations and Executive Coaching. Founded by Luisa Mendoza and Tim Carter, the services offered include digital marketing, growth strategies, web design, public relations, and executive coaching. The final goal is making clients' brands iconic. For more information visit [ukonik.com](http://ukonik.com) or call (917) 719-5276.

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Founded: 2021 | Website: [www.ukonik.com](http://www.ukonik.com) | Phone: (917) 719-5276

**UKONIK is a full-service digital marketing agency equipped with Public Relations and Executive Coaching. They have one goal in mind – to make your brand iconic.**

## OUR MISSION

To be the most impactful digital marketing agency by creating compelling marketing strategies, that turn brands into icons while helping its leaders leave a legacy.

## OUR VISION

Combining innovation, grit and expertise to help businesses grow exponentially while connecting communities and resources around the world.

## CORE VALUES

### People:

We care deeply about people and their growth. From our employees and communities to our customers and partners – we want people to thrive.

### Passion:

Passion is the fuel that drives our tenacity to go above and beyond for our clients and partners while bringing excitement and ingenuity to every project.

### Purpose:

Our goal is to help businesses grow! This purpose drives us to seek impactful, lasting results.

## EXPERIENCE

### Marketing Experts:

Our team has over 20 years of experience and industry knowledge to give your brand cutting-edge strategies and competitive advantages.

### Executive Coaching:

Our executive training coaches understand the variety of expectations and obstacles that top-level professionals face today. Our coaches work with you to improve your leadership and business skills impacting your company's bottom line.

### Fluid Integration:

The combination of our comprehensive digital and public relations marketing services with our executive coaching gives us the UNIQUE vantage point to understand your business and drive results.

# UKONIK



## LUISA MENDOZA

### Founder & CEO

Luisa Mendoza is an innovative Colombian-American entrepreneur, businesswoman, consultant and transformational public speaker. Her tenacity coupled with a spirit to serve has led to the creation of three successful companies, and a mentoring foundation which has impacted hundreds of lives around the world.

Luisa is referred to as an innovative thought leader and disruptor, who has 20+ years of experience in global business development and marketing, with a focus in tourism and sports. Luisa is the first U.S. Hispanic female to create a sports, entertainment, and tourism company GTSE – Global Tourism, Sports & Entertainment LLC.

Luisa is the epitome of perseverance. Due to COVID-19 bringing tourism, sports, and entertainment to a complete halt, Luisa quickly pivoted and created UKONIK with an elite team of leading industry experts to offer superior marketing experiences, public relations, personal brand development and executive leadership transformation solutions to clients beyond the sports & tourism industries.

Luisa's humble beginnings are a constant reminder that no matter your background, race, or social/economic status, anything is possible if you have the courage, passion, and grit to follow your dreams. Mendoza's goal is to leave a legacy where she can provide hope and inspiration to women, minorities, entrepreneurs, single mothers, and children around the world that your worst day can become your best day if you become the creator of your life and not the manager of your circumstances.

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## TIMOTHY CARTER

### Co-Founder & Chief Operating Officer

Tim Carter MSC, is a forward-thinking executive who has a unique ability to understand problems and identify solutions. Tim is not afraid to roll up his sleeves and dive into the weeds to drive execution.

Tim has a diverse background in sales, IT consulting, account management, and internal business strategy working in different markets across the country and around the world. Tim's experience working for a Fortune 300 company and specialized boutique consulting firms gives him a unique perspective on the perfect blend of flexibility and scalable procedures.

Tim graduated top of his class from Columbia University with a Master's in sports management and data analytics. Turning his passion into his profession, Tim worked with the Brooklyn Nets in the global partnership marketing/strategy department. Tim thrives on building relationships and believes a great relationship is the foundation of good business practice.



### **BUILDING THEIR OWN LEGACY**

COVID-19 has impacted many business owners who have been forced to pivot in order to stay open. New York-based entrepreneur Luisa Mendoza was among those owners. Mendoza's first business GTSE—Global Tourism Sports & Entertainment came to complete stop once the pandemic hit the country. Knowing how crucial it was for companies to have a strong digital presence to attract clients, Mendoza pivoted this year to create UKONIK, a full-service digital marketing agency equipped with executive coaching. As UKONIK's Founder and CEO, she and Chief Operating Officer Tim Carter have one goal in mind—to create an all-encompassing solution to help brands become ICONIC, while helping its leaders leave a legacy.

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### **PURSUING HER AMERICAN DREAM**

Luisa Mendoza, founder and CEO of UKONIK, a New York City-based full-service digital marketing agency, discovered her entrepreneurial spirit when she sold dolls at the age of five to raise monies to buy her mom a Mother's Day gift. It was that moment in time that led Mendoza, a Colombian immigrant, to launch three companies, establish a mentoring foundation and to become an innovative thought leader in the field of marketing, public relations and sales. She is the first Hispanic female in the United States to create a sports, entertainment, and tourism company GTSE – Global Tourism, Sports & Entertainment LLC.

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### **HOW CAN DIGITAL MARKETING HELP BUSINESSES**

Digital marketing is an important piece of businesses' growth strategy, especially as we live through the COVID-19 pandemic where social distancing and staying home became common. Businesses needed to pivot and digital marketing opened the door to local and global opportunities to promote virtual events, schedule pickups of online ordered goods and attend concerts from the privacy of people's homes. The clientele base was expanded and there's no going back. Recognizing this emerging potential is UKONIK, a New York City-based brand-new and privately-held company entering the digital marketing and advertising industry by supporting businesses' adaptation to digital reality.

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### **HOW A DIGITAL AGENCY IS AN ESSENTIAL BUSINESS PARTNER**

Businesses may be on the fence to tap into the power of digital marketing because owners may not fully understand terms such as Search Engine Optimization, Pay Per Click or have an in-depth knowledge on which social media platforms would be the best to attract customers. UKONIK, a full-service digital agency, can address the benefits on how they can be a great addition to businesses' marketing plans. Some of the benefits include prioritizing and justifying each platform that an agency uses, creating new opportunities to engage with customers and increasing lead generation—an ongoing process involving market, media, and creative interaction.

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