

MEET



**Hello from
PACO Collective.**
**We are a minority-
owned marketing
communications
agency focused on
inclusive marketing.
We create authentic
content to make diverse
audiences feel seen
and included.**

End-To-End Inclusivity

We're driven by end-to-end inclusivity and committed to fostering, cultivating, and preserving a culture of diversity, equity, and inclusion. We believe representation matters, and good ideas can come from anywhere.

Together, we work to uncover and create inclusive opportunities that deliver results for our clients by connecting with audiences authentically and sincerely.



We pride ourselves on being a diverse & inclusive team.



63%
OF THE PACO TEAM IS MADE UP OF
MINORITY ETHNICITIES

2% MIXED
4% BLACK
13% ASIAN
37% WHITE
44% HISPANIC

♀ **71% WOMEN** | ⚔ **2% VETERANS**
80% 2024 YTD RETENTION

Services

- 👁️ Research & Analytics
- 🔬 Creative & Production Services
- 👥 Marketing Strategy
- 🌐 Digital Marketing
- 💻 Performance Marketing
- 📣 Public Relations
- ✍️ Design Services
- 📺 Media Strategy & Buying

Our Sweet Spot

- 🌿 Utilities
- 🍷 CPG
- 🍽️ Food & Hospitality
- 🎮 Sports & Entertainment
- 🏦 Banking & Financial Services
- 🏥 Healthcare

Who We've Worked With



Northern Illinois University



Want To Work With Us? Let's Talk.

Jonathan Moreno
Director, Business & Partnership Development
jonathan@pacocollective.com

Ozzie Godinez CEO
ozzie@pacocollective.com

Check out our work



Our Certifications

NMSDC: Certified Minority Business Enterprise
BEP, State of Illinois Commission on Equity and Inclusion
MBE, City of Chicago

NAICS

541613 (Marketing Consulting)
541810 (Advertising Agencies)
541820 (Public Relations)
541830 (Media Buying Agencies)

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