

Empowering Entrepreneurs:

Meet Shannen Garza Hakim CEO of

Womxn on the Moon



Shannen Garza Hakim creatively promoted her jewelry by hiding pieces in historically Black areas of Houston, organizing a scavenger hunt to honor civil rights activist Barbara Jordan. Though confident in her designs, Garza Hakim sought help to engage her online audience, finding it in Verizon's Digital Ready courses that emphasized storytelling in marketing. She credits the success to the strategic insights gained from Verizon's Small Business Ready Program.



Empowering Entrepreneurs:

Meet Nakia Vestal CEO of

DollMaker Lashes



Nakia Vestal, CEO of DollMaker Lashes in Houston, TX, never imagined she could run a business and create a brand on her own, but she has successfully done so for six years, recently adding a product line. Through Verizon's Small Business Digital Ready courses, Vestal upgraded her knowledge in finances and social media marketing. Vestal received a \$10,000 grant from the program, which she used to brand her new product line, create an e-commerce website, and purchase supplies for mass production.



Empowering Entrepreneurs:

Meet Mario Jaramillo CEO of

The Robot Agency, Inc.



Mario Jaramillo, owner of The Robot Agency, Inc., achieved a Minority Business Enterprise (MBE) certification in Houston, motivated by the free courses from Verizon Small Business Digital Ready. Raised in the Latino neighborhood of Denver Harbor, Jaramillo is committed to improving his community. The MBE certification will provide him access to better contracts, enabling him to reinvest in his neighborhood and create job opportunities. He also received a \$10,000 grant from Verizon, which helped with the certification process. Jaramillo's success serves as inspiration for other minority entrepreneurs, fostering a culture of entrepreneurship.

