



CAPABILITY DECK

# LIGHTHOUSE INTERNET MEDIA



2525 Ponce De Leon Blvd., Suite 300, Coral Gables, Florida 33134

# FOUNDER PROFILE



- Performance-Based Digital Marketer
- Digital Business Consultant 20 Years +
- InterActive Corp. (IAC) 10 Years (Management)
- Owned, Operated & Sold a Successful Internet Marketing Firm
- Recruited by MBF Healthcare Partners (Equity Firm)
- Consultant & E-Com Director
- Founder of Lighthouse Internet Media (LHIM Corp)
- Consulted **Top Internet Retailer 500** Companies
- Consulted **Over 600** Brick/Mortar & Online Businesses
- Generated over **\$550 Million Dollars** in Revenue in Online Business
- Published: Internet Marketing From the Real Experts



# DIGITAL TEAM



**Amir Khan**  
**Chief Web Programmer**

Chief Web Developer: Lead and innovate web development projects, ensuring cutting-edge solutions for optimal user experiences.



**Maximiliano Yopez**  
**Assistant Project Manager  
and Social Media Rep**

supports project coordination, manages timelines, and handles social media content, engagement, and brand presence across platforms.



**Emilio Yopez**  
**Founder / Owner**

He is the founder and owner of Lighthouse Internet Media - his role involves strategy, implementation of strategies and media budget and spending on behalf of the agency's clients



**Paulina Castro**  
**Social Media Manager**

Social Media Manager: Strategize and execute dynamic social media campaigns, driving engagement and brand visibility.



# DIGITAL TEAM



**Andrew Del Toro**  
**Web Designer**

Web Developer/Designer:  
Combine coding with creative design  
to craft visually stunning and  
technically robust websites.



**Imran Arafat**  
**Creative Web Designer**

Infuse creativity into web design,  
producing visually captivating and  
user-centric digital experiences.



**Gina Casimiro**  
**Administrator**

Digital Administrator: Manage digital  
platforms, ensuring seamless  
operations and optimizing workflows  
for enhanced organizational  
efficiency.



**Rokzana Ripa**  
**Web Project Manager**

Web Developer/Designer:  
Combine coding with creative design  
to craft visually stunning and  
technically robust websites.



# DIGITAL TEAM



**Alex Yopez**  
**Call Center & Operations**

Call Center Operations Consultant who helps businesses optimize performance, streamline processes, and enhance customer experience



**Janyer Pino**  
**Project Manager**

Web Project Manager: Oversee end-to-end web projects, ensuring timely delivery and client satisfaction.



**Magdiel Esquanzi**  
**Digital Sales Rep**

Drive digital sales, cultivating relationships and delivering tailored solutions to meet client needs.



# ***DIGITAL TEAM***



**Lorenzo  
Castillo**

Lorenzo excels in crafting sleek, visually-driven narratives with an instinct for location, movement, and branded content aesthetics.



**Abraham Gutierrez**

Abraham captures clean, high-energy visuals with a sharp focus on lighting, framing, and fast-paced editing tailored for digital audiences.



**Jorge Bolnos**

Jorge brings a cinematic eye to every project, specializing in polished brand storytelling through dynamic video composition.





# ***OUR BUSINESS FORMULARY***

By seamlessly integrating remote team strategies and leveraging our in-depth knowledge of local business dynamics, Lighthouse Internet Media has crafted a highly aggressive service plan. This unique approach, coupled with our commitment to offering competitive digital pricing, empowers clients to harness the full spectrum of our services at a reduced rate compared to traditional agencies.

We believe in making advanced digital solutions accessible and affordable, ensuring that businesses of all sizes can propel their growth without compromising on quality or expertise. With Lighthouse Internet Media, clients not only receive cost-effective solutions but also benefit from a strategic partnership dedicated to their success in the evolving digital landscape.





# ***PAST AND PRESENT CLIENTS***

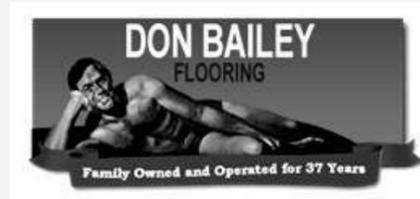
- Lexus Toyota
- Rubenstein Law
- Iscoe Law
- Cartridge World
- Ticketmaster
- Travelocity
- MBF Healthcare
- Navarro / CVS
- Don Bailey Flooring
- PWD Law Firm
- T-Mobile
- Premier Linens
- Enviro Pro
- Dade Mold
- Total Care Restoration

- WTP Advisors
- Jorge Calil Law
- University of Miami Health
- Reyes Vision Care Center
- Miami Plastic Surgery
- Beyond Beauty Plastic Surgery
- Keyes Realty
- Coldwell Banker Agents
- Jae's Jewelers
- Compass Realty
- Jo-Ann Forster





# PAST AND PRESENT CLIENTS



# ***SERVICES WE OFFER***



- Performance-Based Digital Marketing
- Transformative Direct Target Acquisition
- Search Engine Optimization (SEO)
- Paid Traffic / Media Buys
- IP and Geo Location Client Data Collection (First, Last, Email Data)
- Social Media and Influencer Marketing
- Email Marketing Mastery
- Traditional Web Programming and Development Services
- Direct Sales Marketing Prowess Systems



# ***AGENCY HIGHLIGHT***

## **At Our Core**

Lighthouse Internet Media innovates with advanced algorithms and digital applications, transforming businesses' online presence through meticulous and bespoke strategies.

### **Dynamic Adaptation**

Lighthouse Internet Media thrives on its ability to navigate the dynamic digital landscape.

### **Comprehensive Strategy**

Our approach is all-encompassing, covering every aspect of the digital sphere.

### **Transformative Impact**

Businesses partnering with us undergo a transformative journey that exceeds conventional expectations.





# ***THE ESSENCE OF WHAT WE DO***

Lighthouse Internet Media stands at the forefront of innovation, utilizing sophisticated algorithms, intricate formularies, and cutting-edge digital applications to redefine and elevate our clients' digital footprint. We go beyond conventional strategies, employing a meticulous approach that transforms the online presence of businesses.

By leveraging complex formularies, we create bespoke solutions that resonate with the intricacies of each client's unique goals and industry landscape.

Our commitment goes beyond mere enhancement – it's about revolutionizing the way businesses operate in the digital realm and in the traditional sense. Through strategic application of advanced digital technologies, we not only drive increased visibility but also generate tangible results, boosting business growth and enhancing sales.





# ***HOW WE COLLABORATE WITH OUR CLIENTS***



Lighthouse Internet Media is strategically designed to provide business owners and their marketing teams with comprehensive and expert advice tailored for growth in both the digital and traditional realms. Our approach goes beyond conventional strategies, integrating advanced digital solutions with time-tested methodologies to ensure a holistic and effective path toward business expansion.

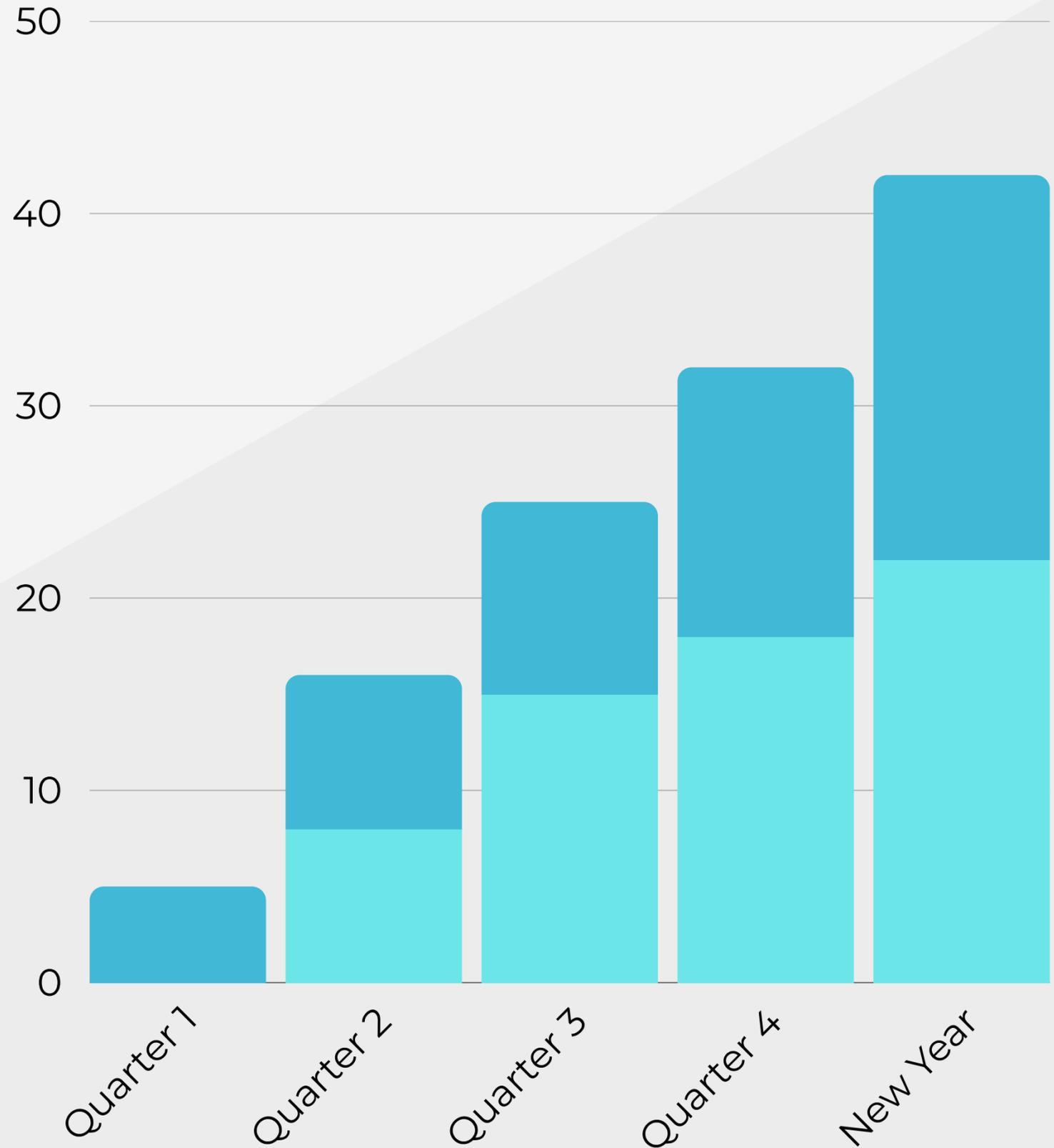
Whether navigating the complexities of online platforms or optimizing traditional marketing channels, we offer unparalleled guidance to elevate your brand's presence, drive meaningful engagement, and foster sustained growth in today's dynamic business landscape.





# CLIENT FORECAST

Typical Quarterly Result  
Trends Our Clients  
Experience Within the First  
12 Months





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# THANK YOU

*Lighthouse Internet Media -  
Performance Based Digital  
Marketers*

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## **LOCAL OFFICE**



2525 Ponce De Leon Blvd, Coral Gables,  
Florida 33134



305.987.2506



[www.lighthouseinternetmedia.com](http://www.lighthouseinternetmedia.com)

