



Print Web and Social Media Design by Martha Melo

Background

I'm Martha Melo, and I'm the proud owner of Print Web and Social Media Design. Our company provides an extensive array of services, encompassing print and graphic design. Our most popular offerings include promotional items such as t-shirts, embroidery, and screen printing. Additionally, we specialize in social media management and video production. What truly distinguishes us is our ability to keep all these services in-house, granting us complete control over every aspect of our work.

I started this business after leaving my full-time job with the encouragement of my husband, who believed in my skills. We've been in business for five years now, but it was a challenging start, especially since we launched just before the pandemic hit. However, we stayed determined and took every opportunity to learn and grow.

Solution

The Miami-Dade Business Navigator program came into my life through a community association. It was a perfect match for my needs because, despite my marketing and advertising expertise, I lacked business management skills. I dove into workshops, classes, webinars, and boot camps, constantly educating myself to run the business effectively. In addition, with the help of Junior Anderson, District Director, Office of Economic Opportunity (OEO) from Miami-Dade County Public Schools, I was able to get certified as a minority/women owned business enterprise.

I'm truly thankful for the program's assistance, and I always share their resources with my network, especially the small businesses in my area. It's important to support one another and ensure the survival and success of local businesses.

From the Owner

“My advice to fellow entrepreneurs is to be aware not only of your strengths but also the social, political, and environmental factors that affect your business. Networking and keeping up with the latest technology and trends are crucial. Take the initiative to learn and adapt because running a business goes beyond just opening a store. The Florida SBDC at FIU and resource partners under Miami-Dade Business Navigator program have been an invaluable resource, providing me with the support I need to grow my business.”

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