

GOOGLE AND HISPANIC HERITAGE FOUNDATION KICK OFF YOUTH DIGITAL MARKETING INITIATIVE LAST WEEK IN SAN JOSE IN RECOGNITION OF NATIONAL SMALL BUSINESS WEEK

Business 2017-05-09 09:11:34

San Jose, CA – Google and the Hispanic Heritage Foundation (HHF) in recognition of National Small Business week (April 30-May 6) launched the Ignite Youth Digital Marketing Fellowship May 4th in San Jose, CA, to increase Latino youth's interest, knowledge and experience in digital marketing while supporting Hispanic small businesses in the San Jose region. More than 50 students attended with more than 20 Hispanic small businesses and were onboarded by Google volunteers using the Primer app, which is designed to teach marketing skills in a fast, easy way in bite-sized lessons. The Greater San Jose Chamber of Commerce and regional San Jose business community joined Google and HHF in support of the effort.

Over the past few years, Google and HHF introduced San Jose-area youth to the tech industry through the Code as a Second Language (CSL) program. The Ignite Youth Digital Marketing Fellowship will provide the students with actual experience using the skills they possess while small businesses will benefit from extra help with digital marketing, getting their business listed on Google Maps, etc.

"More than ever, it's critical to invest in developing an eco-system of talent for our business community and the tech industry to tap," said Jose Antonio Tijerino, President and CEO, Hispanic Heritage Foundation. "I applaud Eliana Murillo, Google and her colleagues for developing the Fellowship, which will provide Latino students with the tools to help small businesses update their marketing plans using social media to expand client bases and build relationships with customers."

Over the summer, the students will be matched with small businesses and HHF will facilitate the relationship based on a defined set of marketing deliverables. At the end of the program, an evaluation will be done to measure the impact of the Fellowship on the businesses as well as on the students.

ABOUT HHF

The Hispanic Heritage Foundation is a nonprofit which inspires, prepares and connects Latino leaders in the classroom, community and workforce to meet America's priorities with an emphasis on tech, entrepreneurship and all the STEM fields. HHF also promotes cultural pride, accomplishment, and the great promise of the community through public awareness campaigns seen by millions. HHF is headquartered in Washington, DC, and Los Angeles with satellite offices in Silicon Valley, Miami, New York, and now Mexico City. Learn more at www.HispanicHeritage.org.

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