

Miranda Creative



Maria Miranda

Creative Director

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company info

Founded: 1988

Employees: 30

Miranda Creative, Inc. is a distinguished full-service brand management agency. We deliver innovative design solutions, strategic brand management, and comprehensive digital services to empower businesses and organizations across a number of industries. Our proven track record, honed expertise, and collaborative approach make us the partner of choice for organizations seeking to elevate their brand presence and leverage traditional and emerging media to deliver their messaging.

CT - WBE/MBE

SBA WOSB – pending

Small Business Set-Aside

UEI: FLV6U3PCL2C5

CAGE: 94UL6

DAS: 24PSX0020

NAICS codes:

541613

Marketing Consulting Services

541430

Graphic Design Services

541810

Advertising Agencies

541860

Direct Mail Advertising

541511

Custom Computer Programming

518210

Computing Infrastructure Providers



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see our
work

Capabilities Statement

core competencies

- **Graphic Design and Brand Management:** Developing cohesive visual identities, logos, packaging, and collateral materials that reflect the essence of an organization and differentiate it in a competitive marketplace.
- **Website Design and Development:** Creating engaging online experiences that captivate visitors, drive conversions, and enhance credibility — from e-commerce platforms to informational websites.
- **Content Development:** Crafting compelling narratives that drive engagement and convey the essence of an organization's story across a number of media.
- **Strategic Communications:** Constructing comprehensive communication plans that align with an organization's goals and resonate with its target audience.
- **Social Media Strategy:** Formulating tailored social media strategies that leverage the unique strengths of each platform, enabling organizations to foster engagement, build communities, and cultivate brand loyalty.
- **Digital Marketing:** Developing data-driven strategies that drive measurable results across digital display, over-the-top (OTT), paid social media, pay-per-click (PPC) search ads, email marketing, and search engine optimization (SEO).

differentiators

- **Award-Winning:** We have been celebrated locally, as the Eastern Connecticut Chamber of Commerce's Small Business of the Year (2023), and recognized nationally, with founder Maria Miranda named as SBA's Small Business Person of the Year for Connecticut (2024).
- **Proven Excellence:** With more than 35 years of experience, we've established a legacy of delivering exceptional design and digital solutions that exceed expectations.
- **Collaborative Approach:** We assemble skill-aligned cohorts that work closely with clients to understand their needs and co-create solutions that resonate.
- **Innovation:** Our team stays at the forefront of industry trends, blending creativity with cutting-edge technologies to deliver forward-looking solutions.
- **Results-Driven:** We measure success by the results we achieve for our clients, focusing on tangible outcomes and continuous improvement.

past performance

- **Department of Mental Health and Addiction Services (DMHAS):** Development of an interactive search-based website to efficiently connect residents to Connecticut's extensive network of support services and programs, launched in tandem with a robust marketing campaign.
- **Department of Agriculture (CT Grown):** Refresh of an iconic brand, paired with a comprehensive media and communications strategy designed to grow public awareness and drive consumer activity through delivery of impressions across multiple media.
- **Connecticut Paid Leave Authority (CT Paid Leave):** Development of a branding system along with an extensive communications strategy and content development plan designed to engage the state's more than 100K employers and nearly 2 million employees for the roll-out of this new program.