

INTER
CAMBIOS

PORTFOLIO

2025

Invest in Cultural Leaders

**THE DIGITAL
COMMUNICATIONS
TEAM** *that you're
looking for!*

We are a cultural enterprise founded on the belief that storytelling is a tool of liberation—shaping movements, reclaiming narratives, and building power from the margins. Our work is deeply rooted in **#Healing_Communications**.

We are a Latine cultural team with over **20 years** of collective experience, helping organizations and businesses increase visibility and tell their stories through digital strategy, brand identity, website development, and social media management. Our **'Sazón'** is our cultural lens, intersectionality, and care—rooted in a commitment to meeting your unique goals."

#Hire_Cultural_Leaders, we will bring your boldest ideas to life.

Thank you for choosing us!



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icambios23@gmail.com

OUR TEAM

Storytelling team



Jorge Vidal
Cultural Strategist



Laura Montenegro
Storyteller



Nataly Montenegro
Storyteller

Design team



Felipe Munoz
Digital Marketing & Design Manager



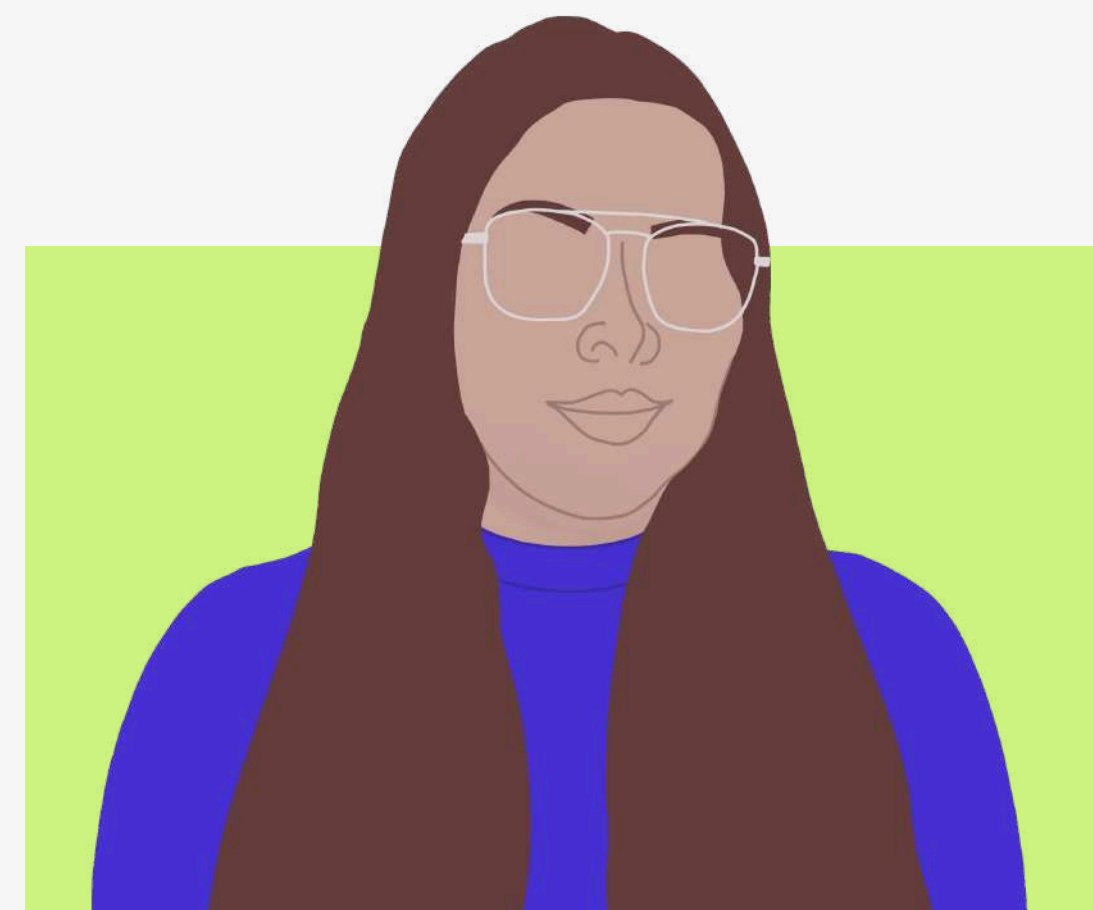
Luigi Benitez
Brand developer



Carolina Alarcon
Illustrator



Camilo Munoz
Design Lead



Laura Sanchez
Design Lead

We believe
storytelling moves people,
heals communities, and drives
transformation.

Branding & Design

PA Safe Law – Culturally Rooted Branding & Design

PA Safe Law, an essential civil legal information program by The Pennsylvania Coalition Against Domestic Violence (PCADV), needed an awareness campaign that truly connected with Pennsylvania's Spanish-speaking community.

Our work went beyond translation—it was about transcreation. We reimagined the campaign with a culturally relevant approach, refining messaging, redesigning materials, and ensuring clarity, reliability, and impact.

To maximize reach, we implemented a multi-channel marketing strategy, featuring bus ads, billboards, and Google Ads, ensuring that vital legal information was accessible when and where it was needed most.

This campaign reinforced PA Safe Law's mission: that language should never be a barrier to safety or justice.

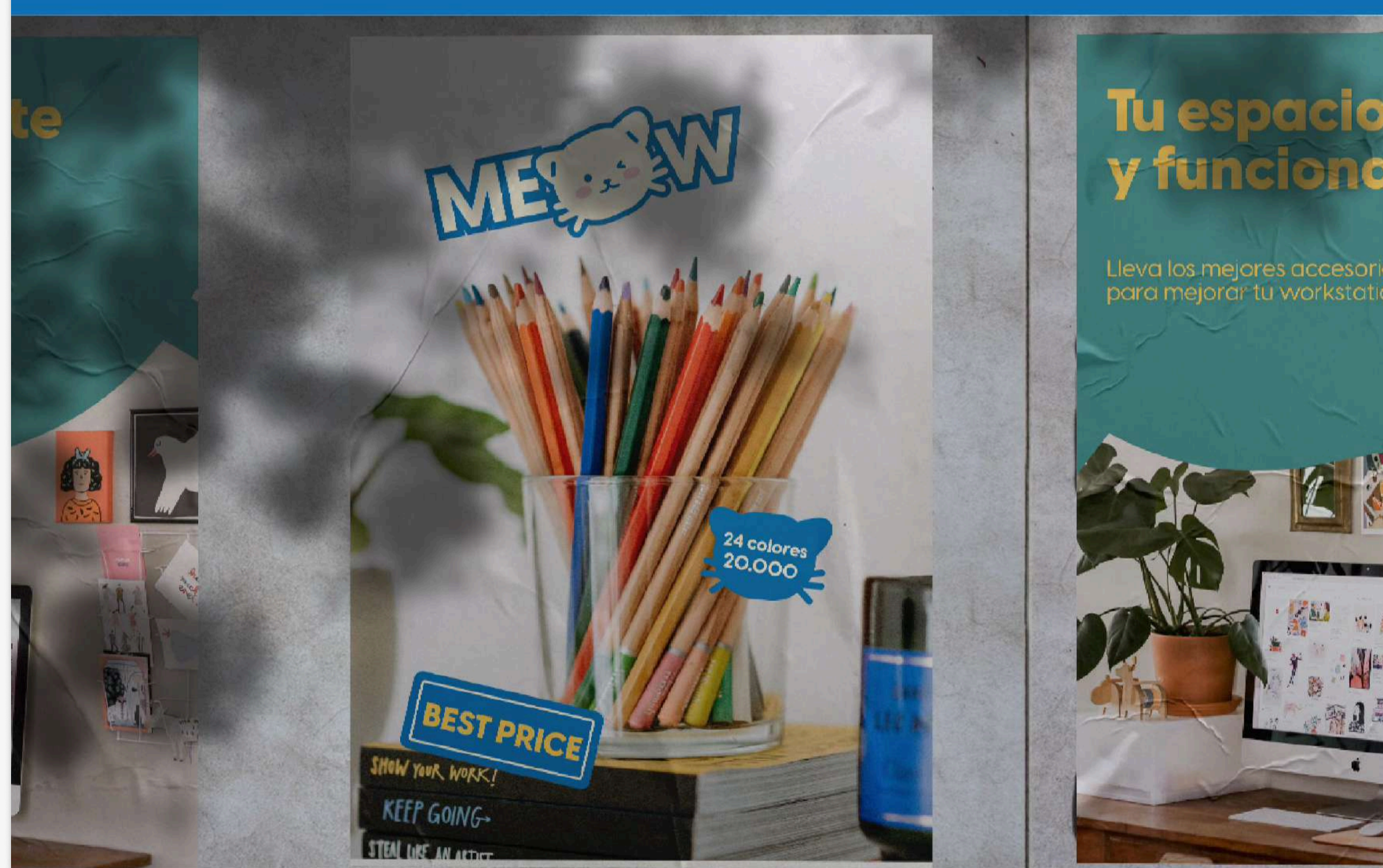
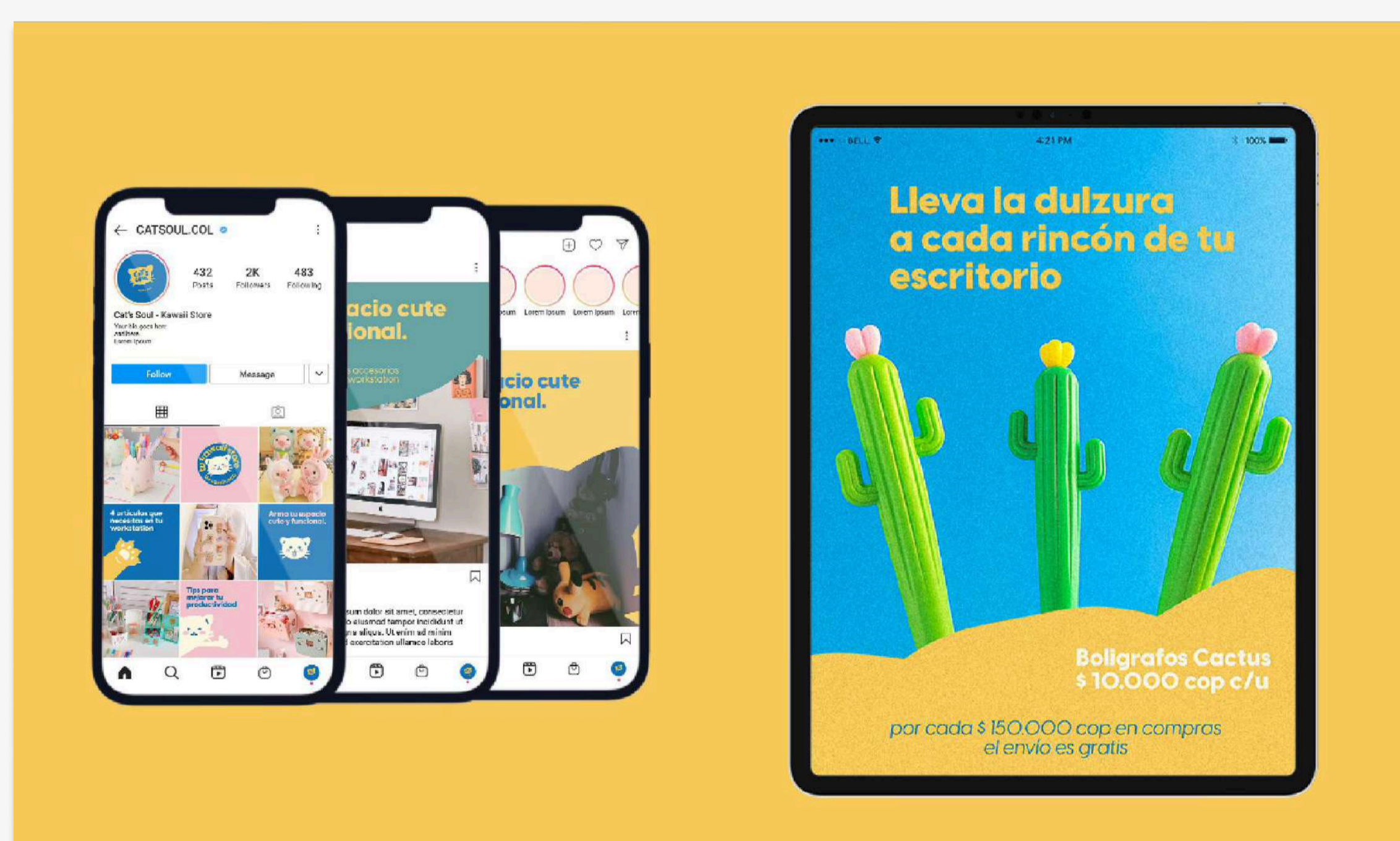


Cat's soul

"Cute yet functional" is the essence of Cat's Soul, a stationery brand that transforms workspaces into inspiring places. Rooted in Kawaii aesthetics, its identity embraces a friendly and youthful look while standing out with a distinct visual twist. Our design challenge was to differentiate the brand from competitors while staying true to the Kawaii movement. We achieved this by:

- Selecting a vibrant color palette that breaks away from the typical pastel tones.
- Choosing a modern sans-serif typeface with pointed edges to maintain a refined, non-childlike feel.
- Developing a custom illustration system and graphic resources to ensure brand cohesion and visual appeal.

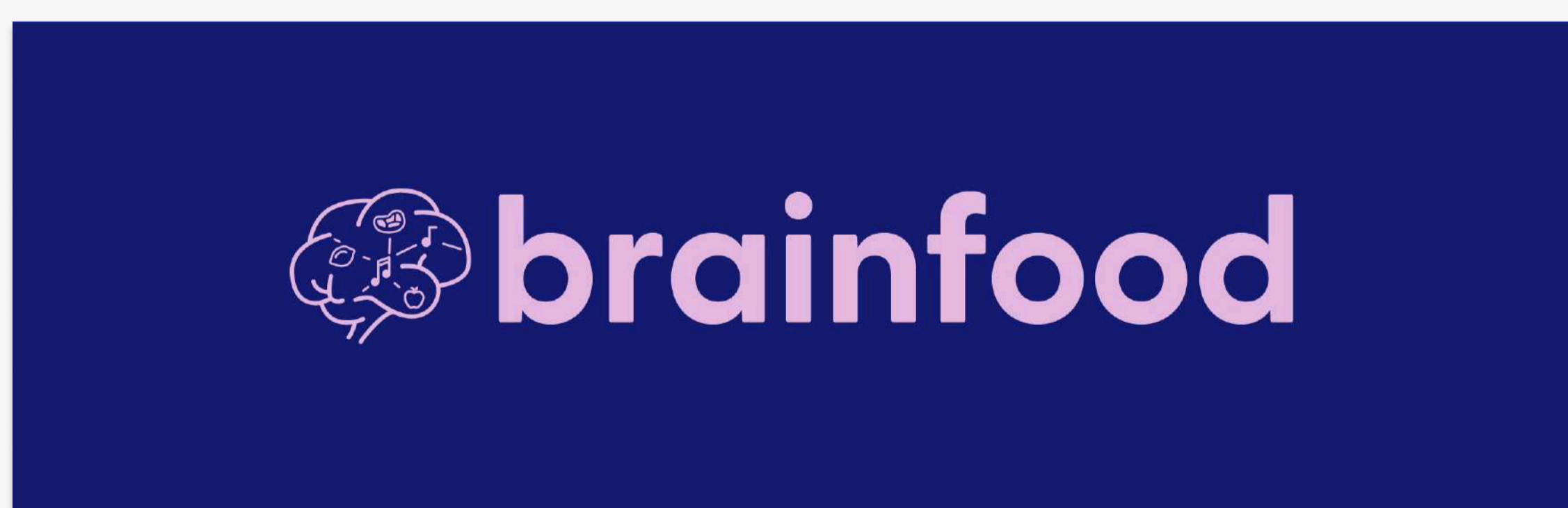
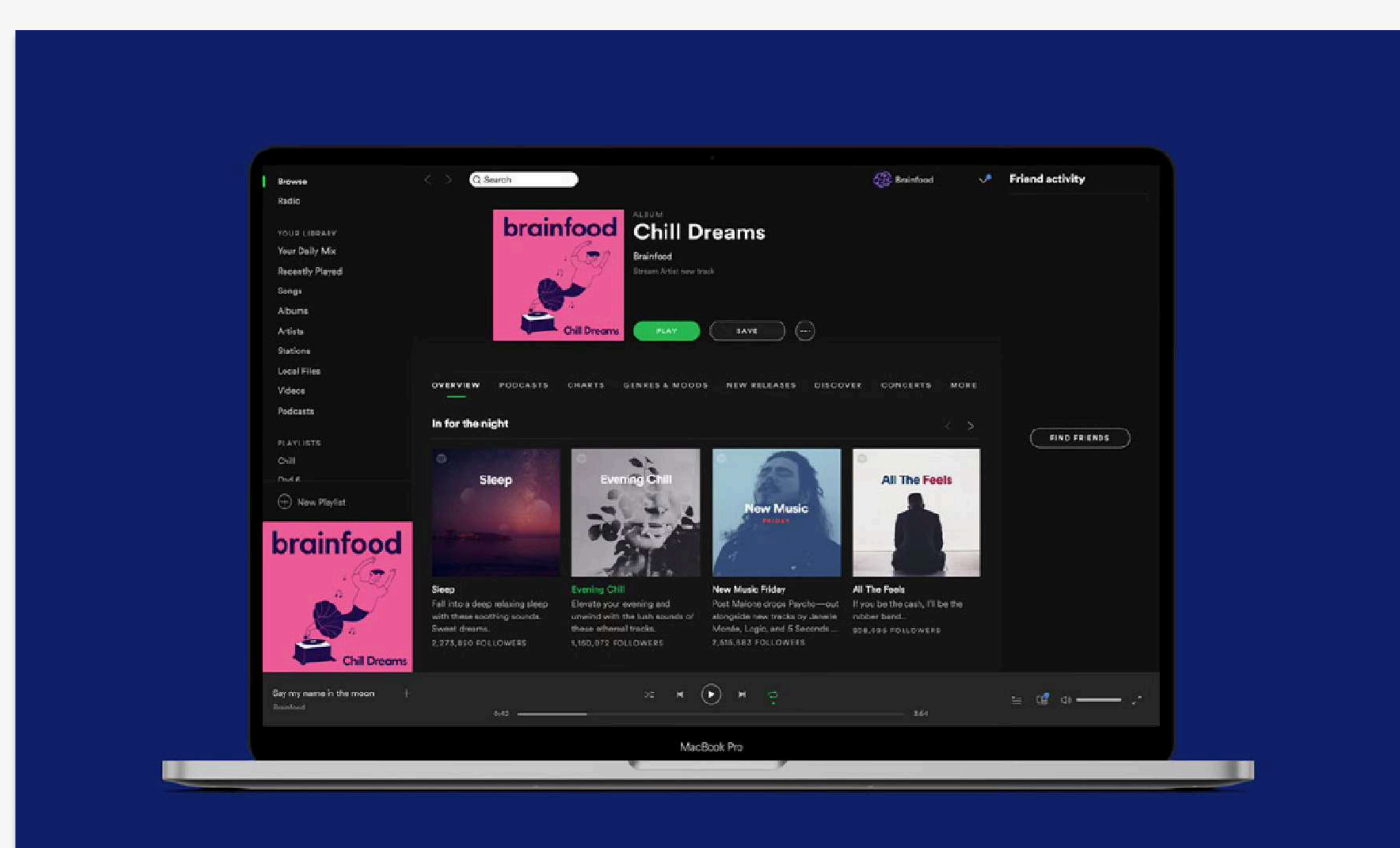
But Cat's Soul is more than just stationery—it's a brand with purpose. A portion of every purchase supports the rescue and care of stray cats, ensuring that every item sold not only enhances workspaces but also helps change feline lives.



BrainFood

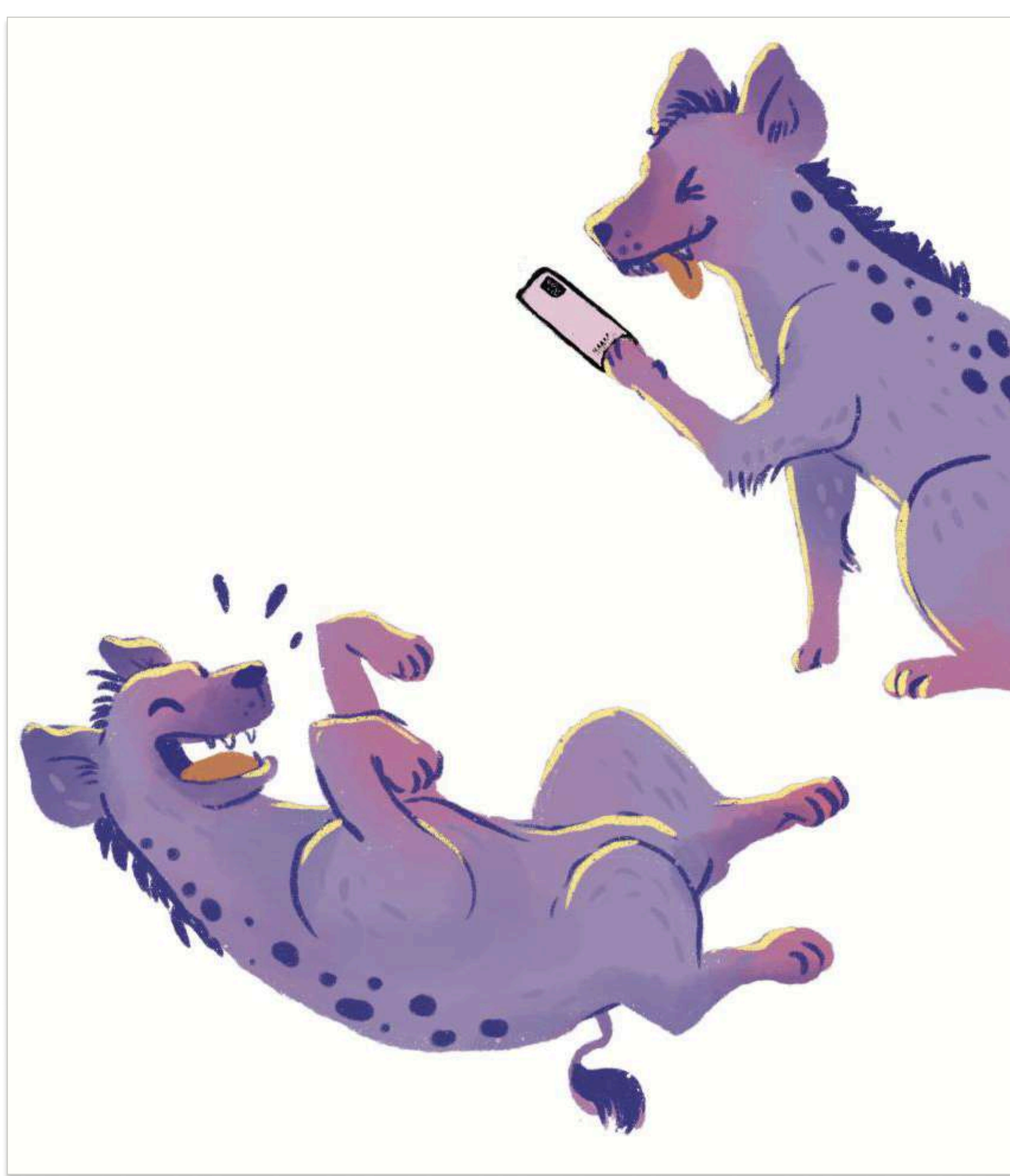
Brainfood is a free Australian platform designed to help users rest better and achieve balance—physically, mentally, and spiritually. We developed a soothing, visually cohesive brand identity that reflects the platform's focus on calm, relaxation, and self-discovery.

- Crafting a minimalist, serene aesthetic that embodies tranquility.
- Designing a logo and color palette inspired by relaxation and balance.
- Ensuring seamless brand consistency across digital platforms, including Spotify.



Illustrations

Samsung



Palmolive

Palmolive, a globally recognized brand under Colgate-Palmolive, offers a diverse range of personal care and household products. Available in over 100 countries, it maintains a strong presence in the home and personal care markets.

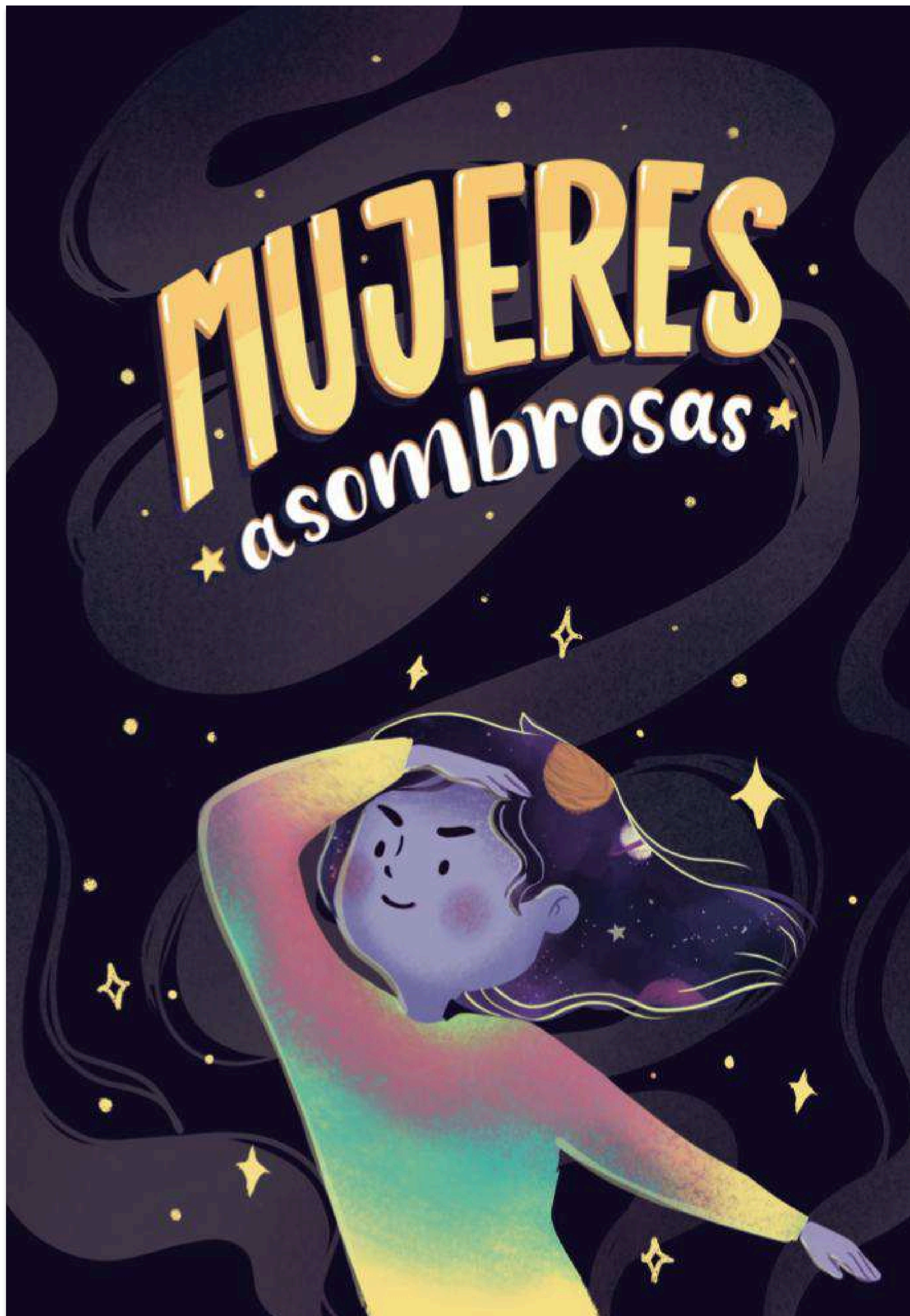


Alpina

Alpina is the third-largest dairy producer in Colombia, with annual sales exceeding US\$700 million.



Mujeres Asombrosas



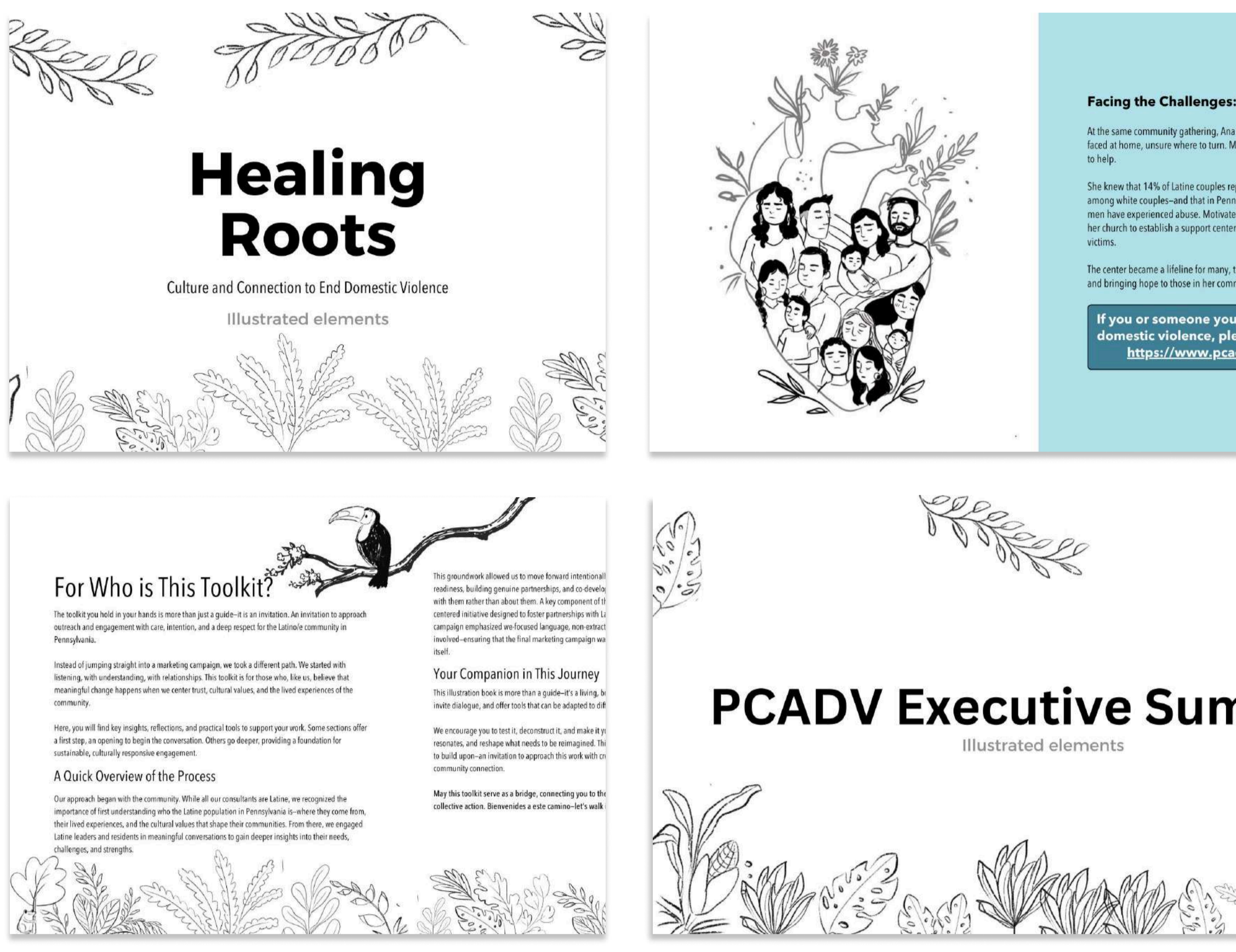
Editorial publications

PCADV Latino/e Outreach & Engagement Toolkit

PCADV is the nation's oldest statewide domestic violence coalition, supporting nearly 90,000 survivors and their children through a network of 59 local programs across all 67 counties. PCADV partnered with us to develop a culturally responsive outreach and engagement toolkit designed with care, intention, and deep respect for Pennsylvania's Latino/e community.

Our community-first approach prioritized understanding the diverse origins, lived experiences, and cultural values of Latinos in Pennsylvania. While all our consultants are Latino, we engaged local cultural leaders and community in meaningful conversations to ensure the toolkit reflects their needs, challenges, and strengths.

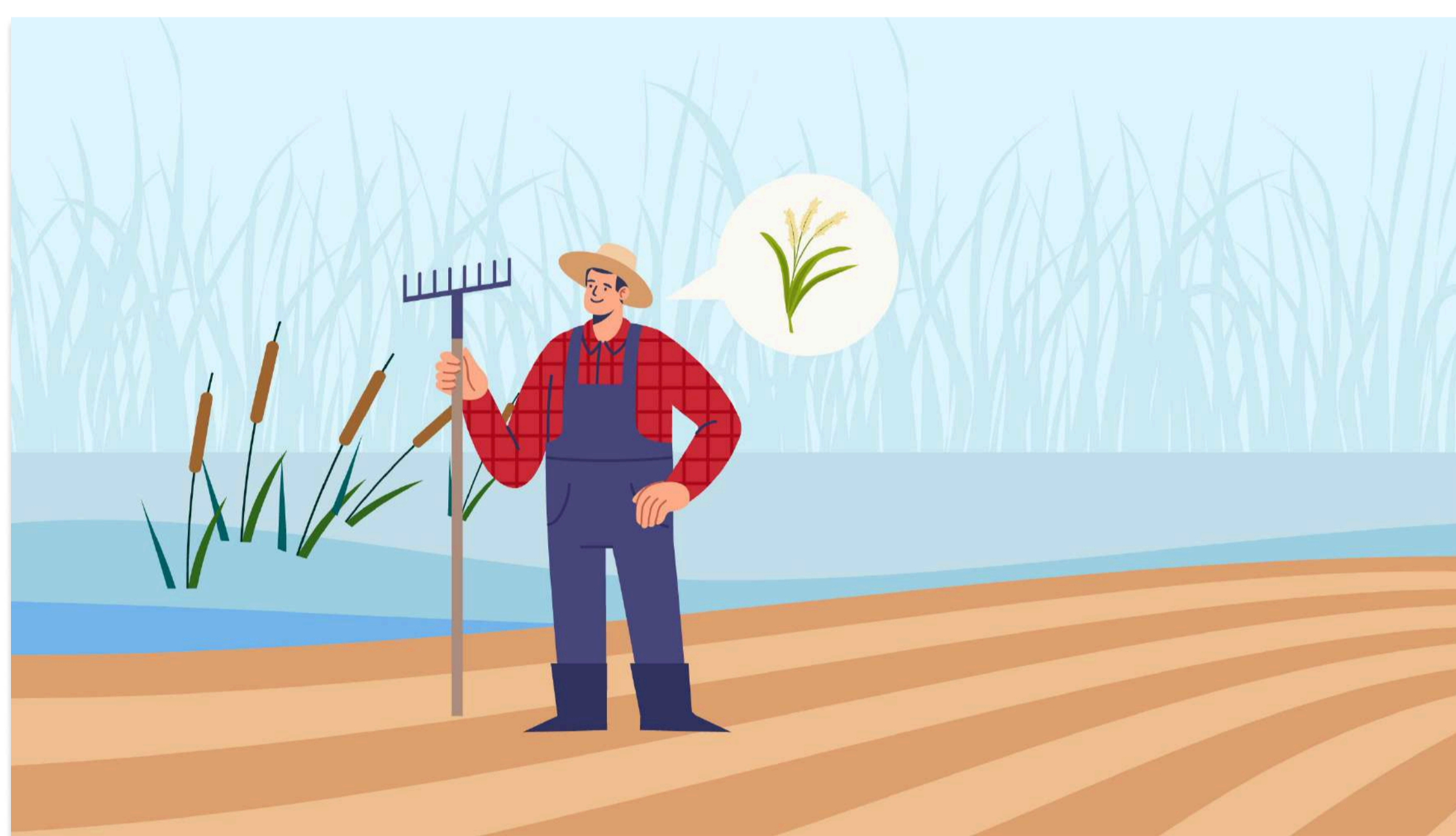
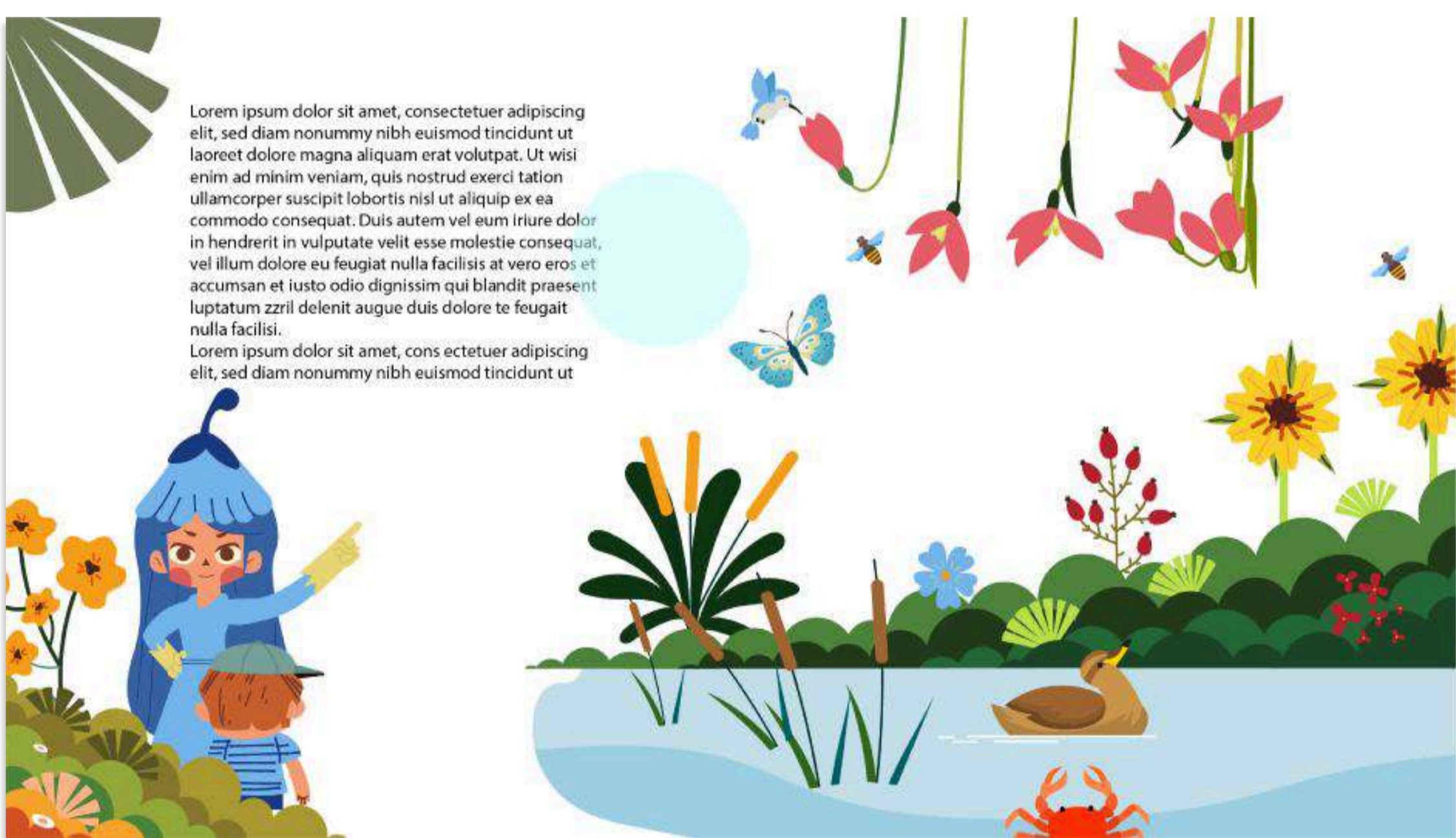
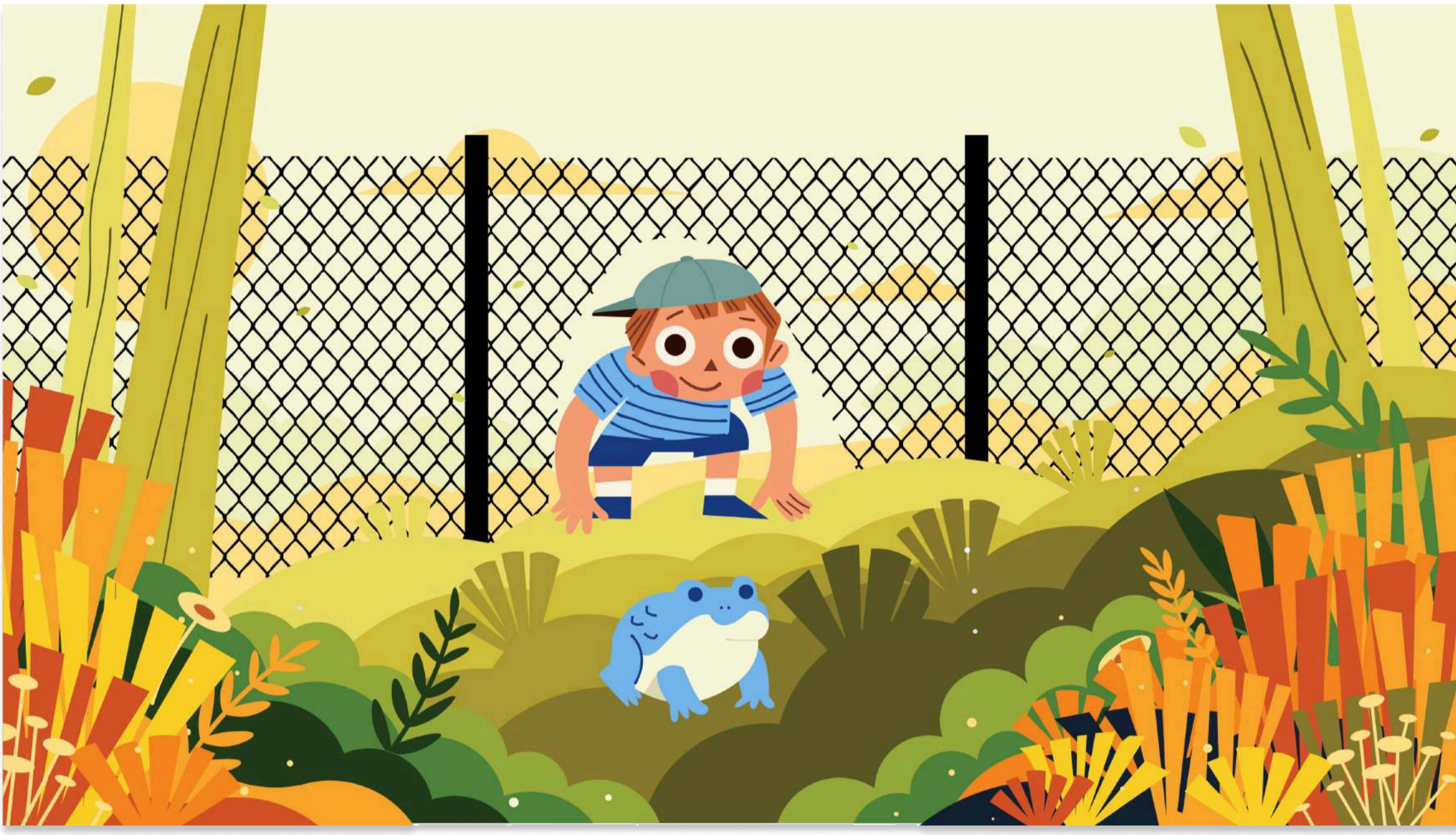
The result will be a comprehensive guide to help organizations effectively engage and communicate with the Latino/e community, ensuring outreach efforts are authentic, impactful, and culturally informed.



Koguar

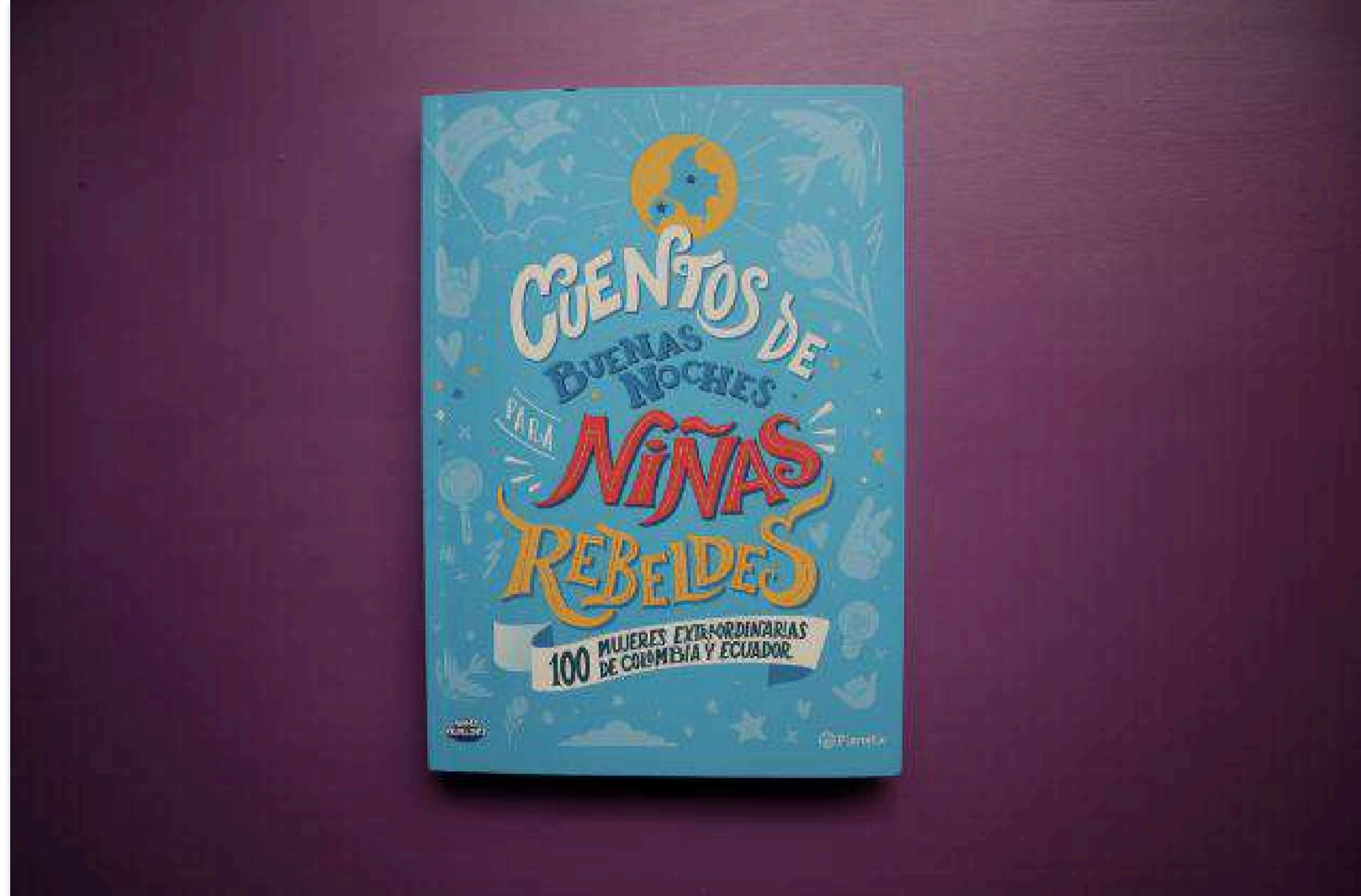
"Koguar and the Water Goddess" is an animated story that explores the vital role of wetlands in urban areas and the importance of the water cycle in sustaining life.

This tale is part of Juana Chaparro's undergraduate thesis at the Pedagogical University of Colombia, where she examines how Bogotá's water cycle has evolved over the years due to mismanagement by both citizens and the government. Through animation, the project raises awareness of the environmental impact of urban development and the urgent need for responsible water stewardship.



Cuentos de buenas noches, Niñas Rebeldes

The first volume of this series inspired Rebel Girls worldwide, proving there are no limits to achieving their dreams. Continuing this legacy, this edition celebrates 100 extraordinary women from Colombia and Ecuador. Collaborating with talented illustrators, researchers, and writers, we gathered stories of activists, entrepreneurs, doctors, revolutionaries, artists, Olympians, pop stars, writers, scientists, chefs, engineers, and environmental guardians. Their voices remind us of the power of perseverance and the importance of fighting for what we believe in.



Telling Our Stories

Telling Our Stories: Ending the Cycle of Shame – An exploration of how systemic narratives shape LGBTQ experiences, the role of shame in survivor stories, and pathways to healing justice



This works requires individual and collective Learning

Read, research, question, establish allyship communities, and hire consultants who represent the communities.

Learning is also Listening!

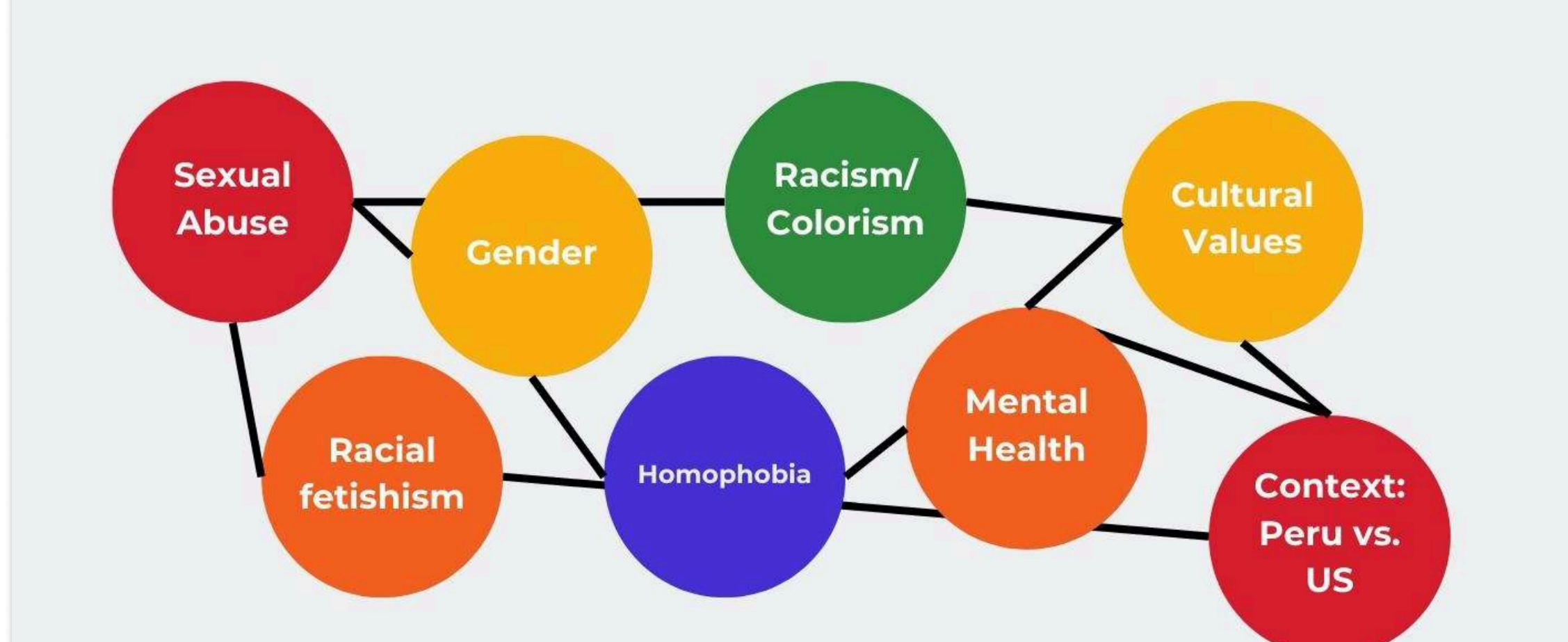
www.icambios.com

To better comprehend why LGBTQ survivors may be hesitant to share their stories, it is crucial to examine the complex factors that contribute to this silence. Taking an **curiosity approach** towards their experiences, including intersections and social determinants, can provide valuable insight into their decision-making process. For example, I'd like to share some sexual risk factors I uncovered in my personal healing journey that are often overlooked or not openly discussed.

Shame

While there are a vast number of researchers who have explored the topic of shame, for the purpose of this offering, Brene Brown's definition appears to be the most fitting. According to Brown, shame is characterized by an intensely painful or experience in which one believes that they are flawed and, as a result, unworthy of love and belonging. This feeling may arise from something that has been experienced, done, or failed to be done, leading one to feel disconnected and undeserving of connection.

I am this: shame | I did this: guilt

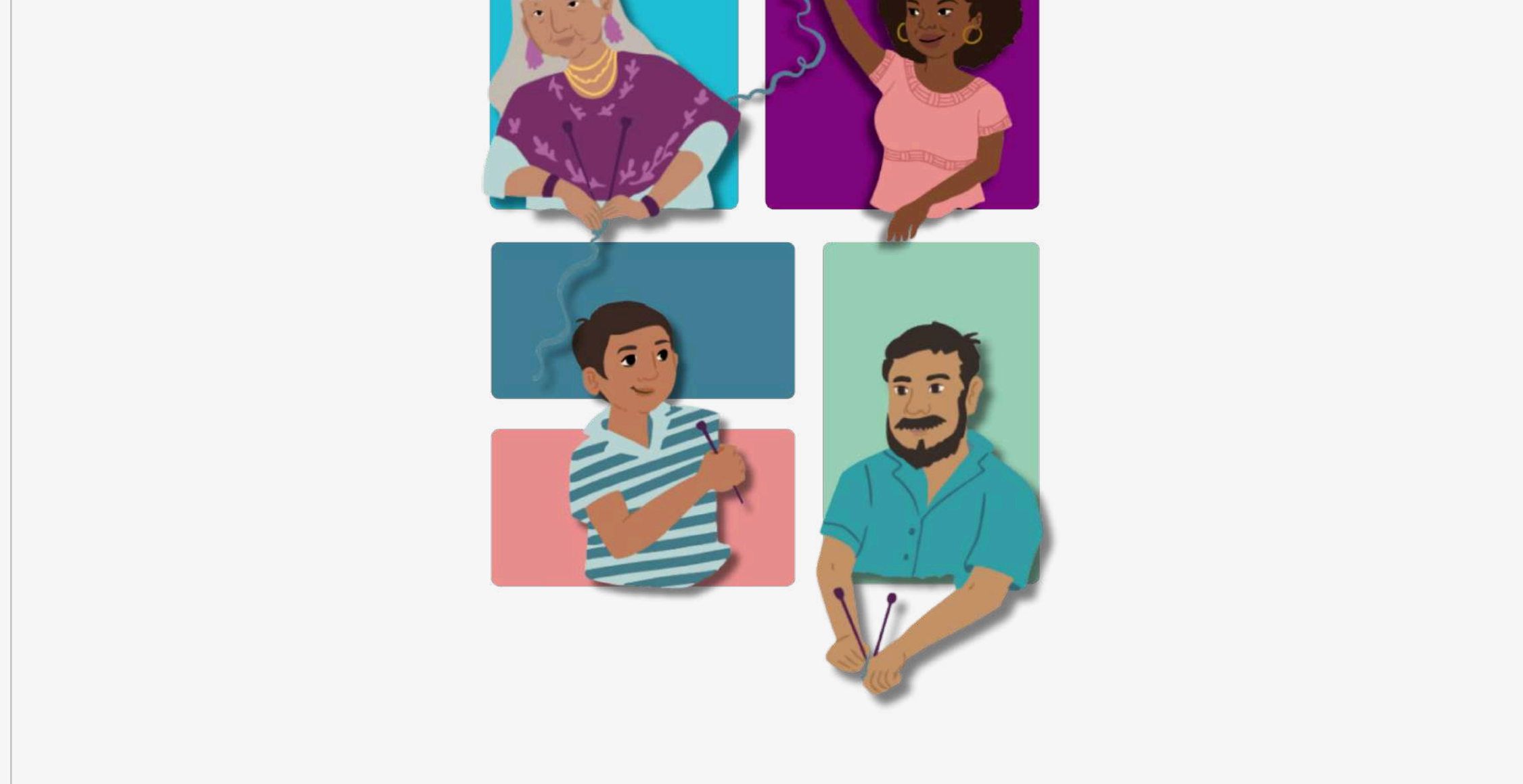


Strategic Communications & Engagement

Tejiendo Redes Community Centered Campaign

Tejiendo Redes was a relationship-driven subcampaign focused on **recruiting Latino/e leaders across Pennsylvania**. Conducted entirely remotely, it united seven cultural leaders from five culturally specific nonprofits to shape PCADV's first Latino/e marketing campaign.

Through research-driven identification and collective knowledge-sharing, the initiative deepened understanding of community diversity, needs, and experiences—ensuring culturally relevant outreach. A central illustration symbolized PCADV's commitment to weaving stronger connections with Latino/e communities. Additionally, the campaign intentionally centered language by using "CON" to emphasize collectivism, a core cultural value, further positioning PCADV as a trusted partner.



YouTube management Wood Mood & Speedy Crafts

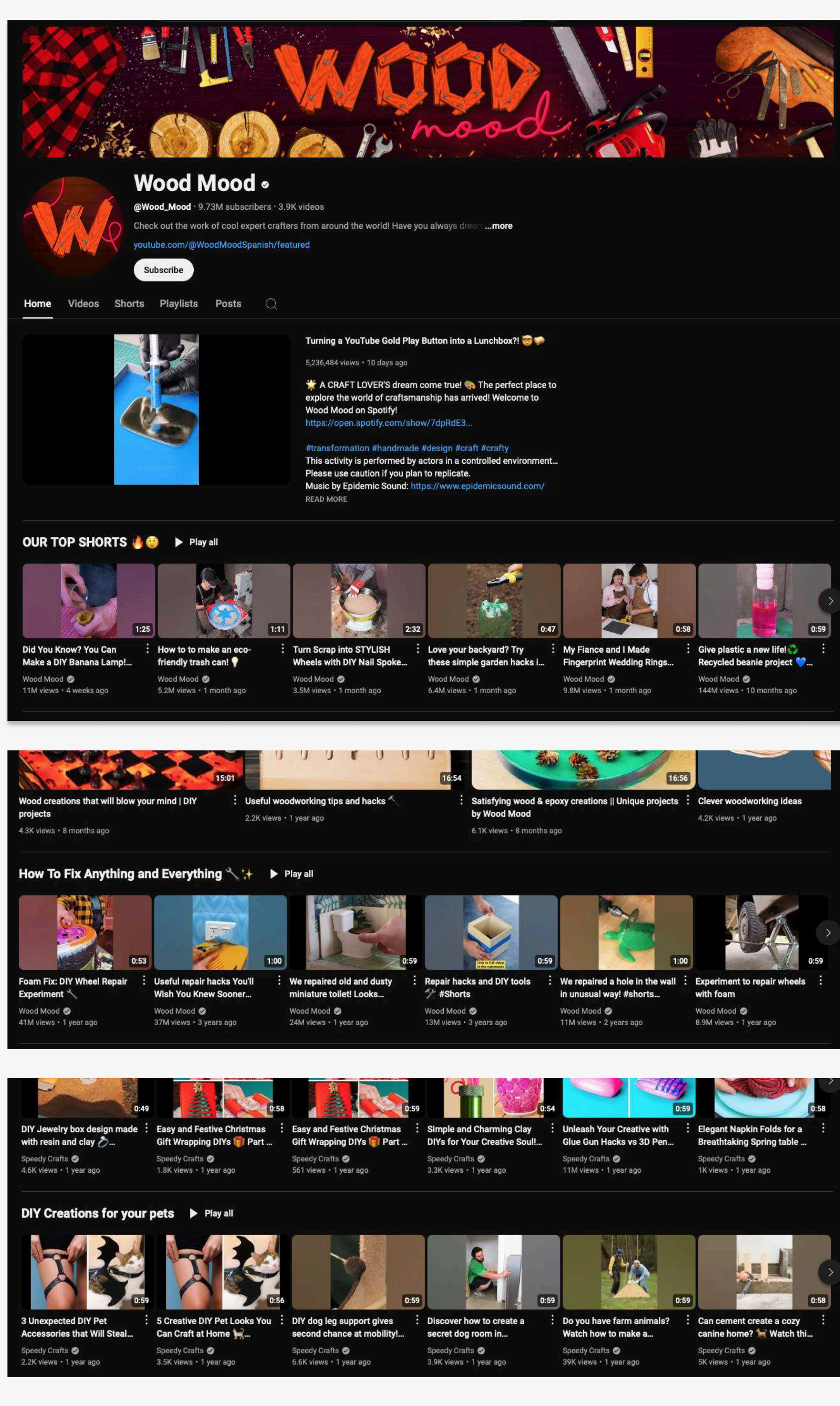
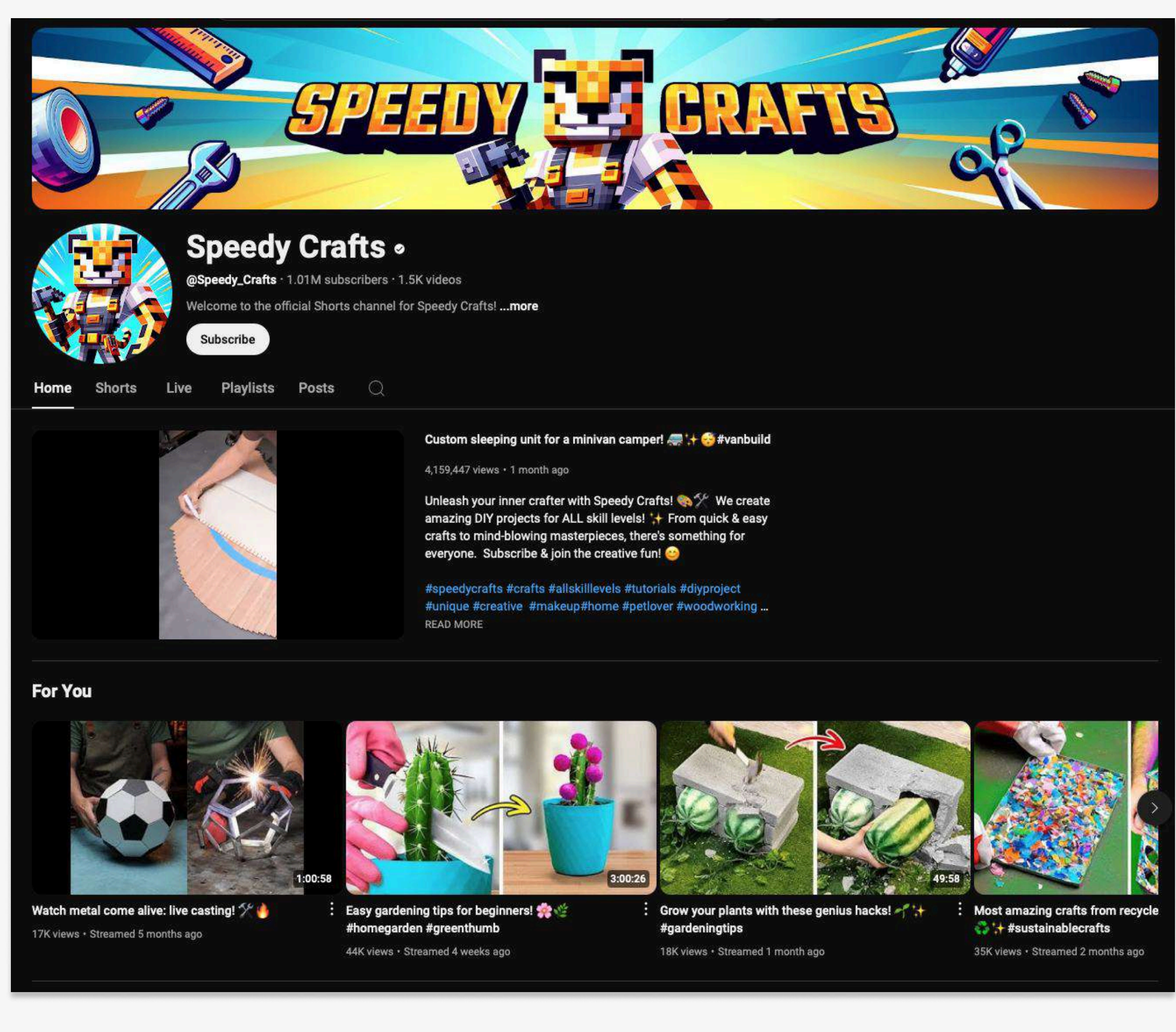
We manage and optimize content, engagement, and growth for Wood Mood (9.73M subscribers) and Speedy Crafts (1.01M subscribers), two YouTube channels dedicated to crafts, life hacks, and entertainment.

In partnership with The Soul Publishing, we:

- Strategize, plan, and execute content ideas
- Collaborate with creators to develop engaging projects
- Manage uploads and optimize videos for maximum reach
- Track and analyze performance to drive audience growth

Speedy Crafts – Unleash your inner crafter! From quick & easy projects to mind-blowing masterpieces, there's something for all skill levels.

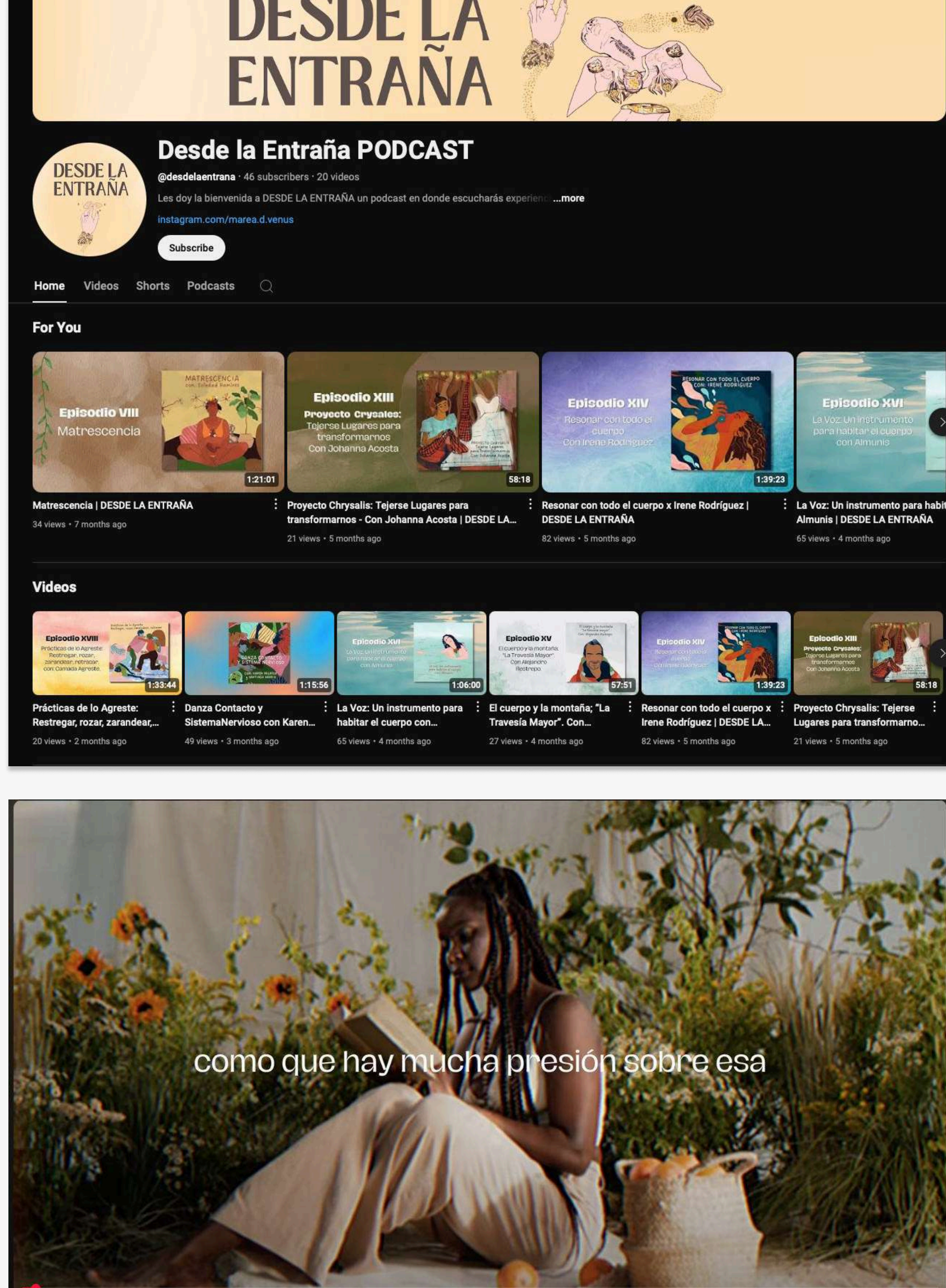
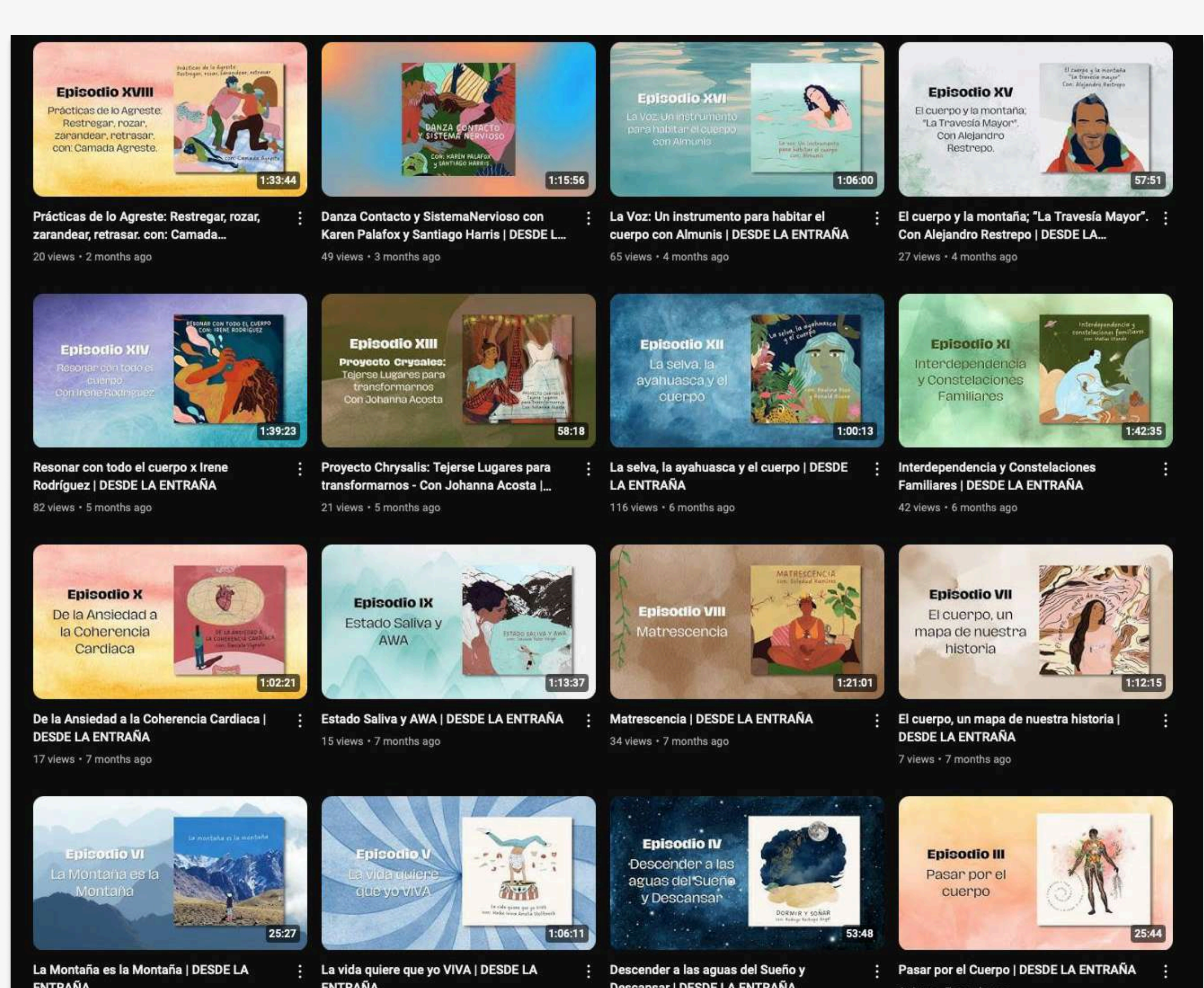
Wood Mood – Explore expert craftsmanship! Take a closer look at unique creations and discover what's beneath the surface.



Desde la Entraña Multimedia production, Video Identity & Editing

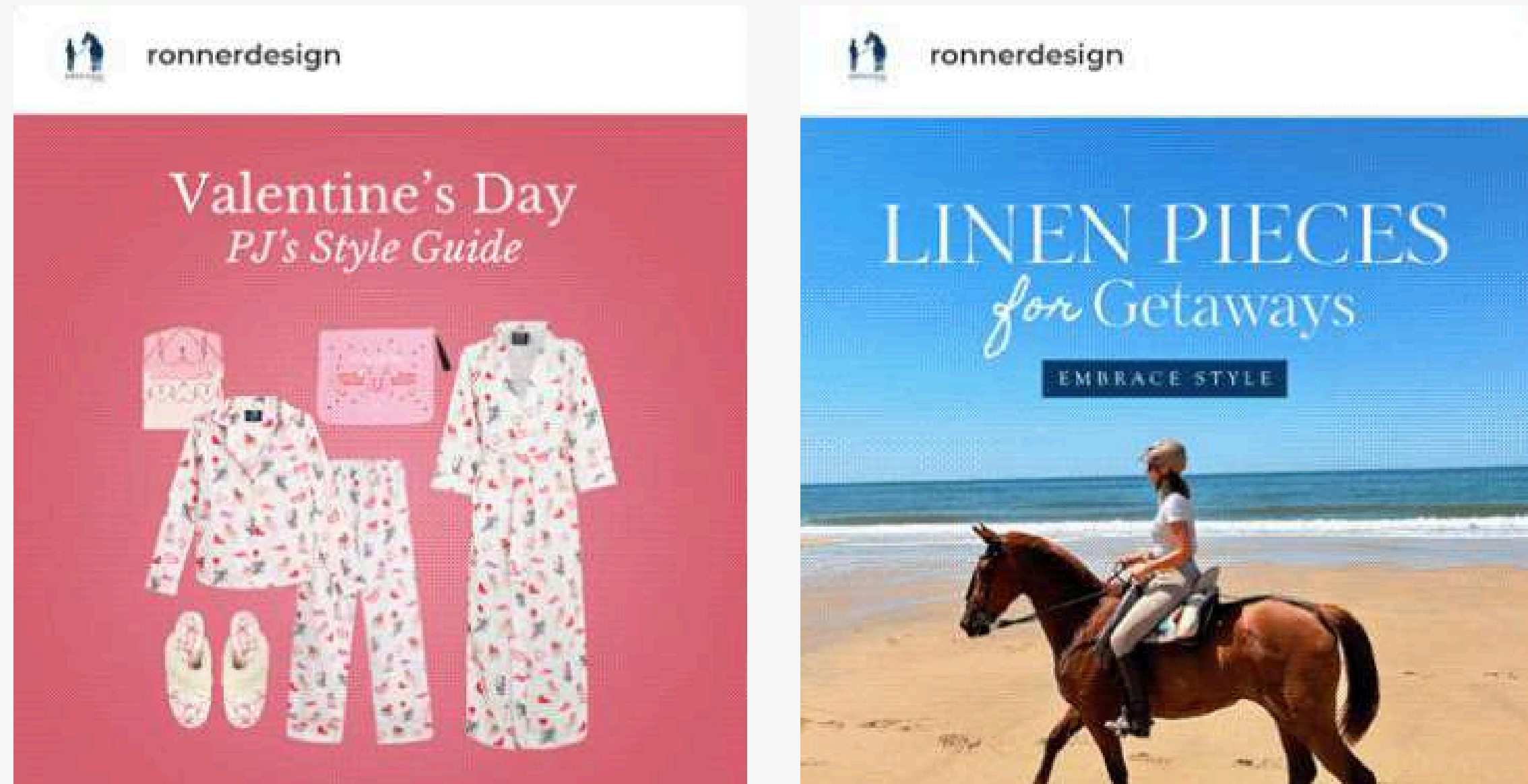
Desde la Entraña is a podcast by Colectivo Desbocada that explores the body as a key to self-discovery, creativity, health, mysticism, and personal growth. Through diverse experiences and reflections from Melisa Vargas, the podcast unpacks somatics and its connection to vital well-being.

We collaborated on the video identity and editing, crafting a visual language that aligns with the podcast's introspective and transformative themes. Videos have reached 500 to 3,000 views, expanding engagement and deepening the conversation on body awareness and connection.



Röner Design

For the premium equestrian brand Röner, we led the "This Beautiful Bond" campaign, designed to inspire customers to share their personal stories about their connection with their horses. By encouraging user-generated content, we engaged over 100 participants, creating an emotionally rich, interactive experience that deepened community ties.



Del Guion al Storytelling Universidad ECCI Bogotá

We collaborated with Universidad ECCI Bogotá to develop "Del Guion al Storytelling: Dominando el Arte de Contar Historias", a 50-hour virtual course designed to equip participants with **storytelling and scriptwriting techniques** for impactful communication.

This program blends narrative structure, character development, and visual storytelling, empowering learners to craft compelling stories across various media formats.



Equity Hub Community Space & Navigation Tutorials

We developed a community space on the Circle platform to support connection and collaboration among grantees. To support engagement, we also created tutorial videos:

- [To get to know the basics of the Equity Hub](#)
- [The Equity Hub Spaces](#)

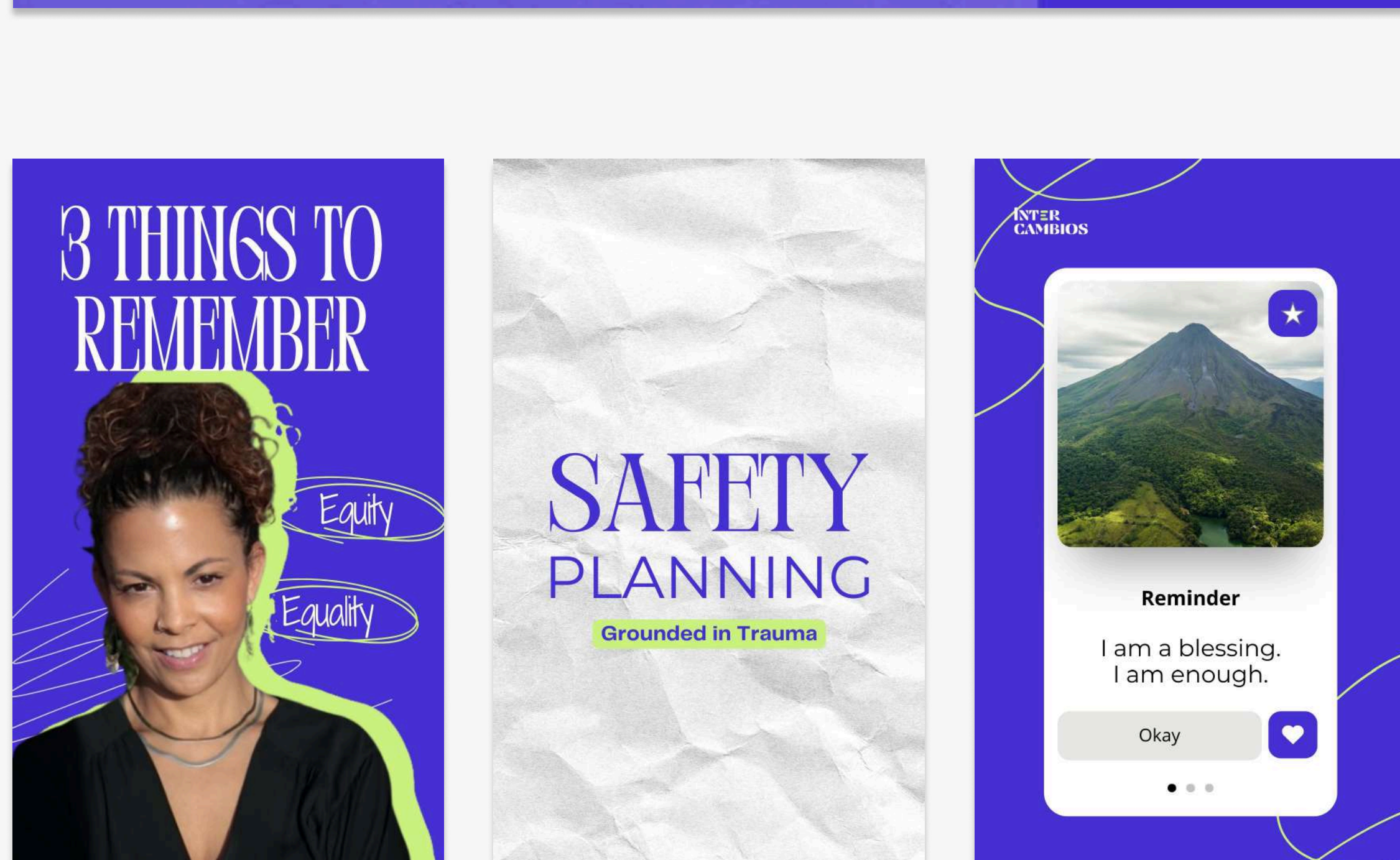
Guiding users through the Equity Hub, ensuring they could easily navigate and maximize the platform's impact. This initiative strengthened peer learning, knowledge sharing, and accessibility, reinforcing our commitment to equity.



Video Storytelling & Digital Engagement

We can work with you to create videos that are strategic for engagement, education, and impact, helping your organization connect with your audience in meaningful ways.

Want to see our video and editing skills in action? [Click here](#)



Web Design

Center for Grounded Action

The Center for Grounded Action is a nonprofit dedicated to fostering healing, awareness, and resilience at the individual, interpersonal, and community levels. We partnered with the Executive Director to design and implement a user-friendly website that reflects the organization's mission. Additionally, we developed its brand identity—including the color palette, logo, and overall essence—to create a cohesive digital presence aligned with its transformative vision.

What We Do

Grounded Resilience Training
We empower you and your team to have greater impact. The Grounded Resilience Training and CGAR empowers you and your team with easy-to-implement skills that create relational intelligence and resilience, so that you can have the greatest impact.

[Learn more](#)

Community Events that Unite
We create events that unite people in times of social, national, and global crises. We create a big tent, give people a way to connect, take action, and advance progress. We advise groups on planning their own powerful events that unite.

[Learn more](#)

Dialogues Across Division
When an issue is too hot to touch, we partner with you to facilitate healing. We help communities overcome the pain that comes from division and polarization with courage, from the heart, dialogue, relief, and healing.

[Learn more](#)

Strengthening Organizations
We help your group get unstuck. When tensions or conflicts are pulling you away from your work's purpose, our blend of organizing skills with alignment to people and systems help your organization get back on track and moving forward together.

[Learn more](#)

What is Grounded Action?

[Learn more](#)

"With CGA and GROW, you are helping organizers and organizations to rediscover the heartbeat, or forgotten core in the heart of organizing, which is deep care for each other and love for our communities."
Francis Calpotura

Join Us. Stay Connected.

First Name *

Last Name *

The Center for Grounded Action

Home About Training Community Events Dialogues Organizations [Donate](#)

Where Inner Change Meets Outer Transformation - Text example

When organizations are in conflict, they often struggle to find common ground. The Center for Grounded Action helps you and your group to move forward with relational intelligence and resilience. We help you and your group to move forward with relational intelligence and resilience. We help you and your group to move forward with relational intelligence and resilience.

Grounded Resilience Training

And G.R.O.W. - Grounded Resilience for Organizers Workshop

Grounded Resilience gives you the ability to:

- Work through conflicts without losing your cool or shutting down
- See a problem and know how to resolve it, rather than amplifying or running away

Grounded Resilience makes your people or organization x more effective wherever they're operating in the world.

We've learned so much in all our education, but no one taught us how to really be effective in our relations with other people: **how to handle anger and discord, how to repair when a system is broken, how to untangle what's gotten tangled.** Any change organization needs their people ready with these skills.

What will you gain in the Grounded Resilience training?

- Inner Change:** Deep, effective practices to handle internal stress and reactivity
- Outer Change:** Empowering relational skills to address conflicts and talk across differences and divisions
- Practical:** Hands-on experience using what they're learning right then and there
- Immediate application:** People can put these skills to work right away, at home, at work, in the community.

Zahara Consulting LLC

Zahara Consulting LLC is a Black, woman-owned consulting firm specializing in strategy, management, and coaching for community-serving organizations. Their work blends proven methods with human-centered approaches to inspire connection and drive innovation.

We partnered with Zahara to design and implement www.zaharaconsulting.co, ensuring the website reflected their mission and values. Additionally, we co-designed the logo based on the founder's vision and identity, creating a cohesive visual identity that strengthens their brand presence.

A little about us.

Zahara Consulting LLC is a Black, woman-owned consulting firm specializing in providing strategy, management, and coaching services to community-serving organizations and individuals. Our passion is rooted in striking the right balance between proven methods and human-centered approaches that inspire connection and drive innovation.

[Learn more](#)

Kelly Stevens (she/her)
Founder & Principal Consultant

Our Clients

We have worked with some amazing organizations who are doing great work across the country!

Let's work together to discover the missing piece to achieving your goals!

Click below to schedule a 15-minute free consultation!

[Free Consultation](#)

Zahara CONSULTING

Home Services Who we are Contact

Helping organizations realize the change they want to see.

How can we help?

We specialize in people-centered approaches that champion equity, build

Strategic Management

Our strategic management services are designed to help you create and implement holistic plans, policies, and actions that can guide your organization toward achieving long-term goals. Our strategic management services include:

- Strategic Planning: -
- Contingency Planning: v
- Change & Transition Management: v
- Project Management: v

Zoë Flowers

Zoë Flowers is a versatile **artist, advocate, and healing practitioner** with a body of work that encompasses various mediums with a diverse body of work featured in numerous articles, journals, and interviews.

We worked with Zoë to Redesign and implement www.iamzoeflowers.com with e-commerce functionality. Along with the creation of attractive and easy-to-use interfaces, optimization of the user experience, and the integration of secure payment systems.

Dr. Diane Minnison Brown University

Articles, interviews and more

Articles Podcasts Media/Interviews

[Book a Session or Donate](#)

Home Organizational Wellness Healing Services Classes Public Speaking Products Media Contact

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I AM Zoë Flowers

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Welcome to the space! If you found my page, you're in the right place.

[Schedule a FREE Consultation!](#)

Public Speaking

Zoë is a sought-after speaker, lending her powerful voice to platforms such as National Public Radio, WGBH Boston, and various articles and online publications. With over 300 conference appearances, she captivates audiences with her expertise on racial equity, reaching underserved communities, as a healing methodology, gender-based violence, and a range of other vital topics.

[Book Me](#)

[PACKAGE A](#) [PACKAGE B](#) [PACKAGE C](#)

INTER
CAMBIOS

THANK YOU

Big ideas, bold moves—*let's have a cafecito.*



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icambios23@gmail.com