


Press Release



Cultured Social Co. | June 24, 2024

Cafe Pluma Blooming in America.



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Café Pluma
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Food/Beverages
Café Pluma is generations of coffee tradition direct from Oaxaca, Mexico. Our families are nestled into a small mountain village called Pluma Hidalgo.

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Café Pluma
What percentage of Americans over the age of 18 drink coffee everyday? A. 54% B. 65% C....

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Farmers in Mexico came together to become a non-profit and sell their own product directly to consumers.



The development of the website and digital asset took one year to complete. The strategy, campaigns, brand kit, and press release were complete and ready for launch on time and the entire coop of farmers and owner of the cafe were very happy with the their deliverables.

Mountain View, CA, 2016 – I was invited to build the website, social media strategy, customized social channels, and populations. I also shaped communications, language, and brand. It was a pleasure working with the owners who are farmers living and working in Mexico. This project was pro bono and I believe when developing these assets I was seeing progress from a country that is cited for its challenges. I learned so much on this project. The project was initiated by learning about the farmers, the soil, the process, goals and challenges. I helped them file as a non-profit operation in Mexico to organize and sell their products directly to consumers in the United States. I trained them how to use CMS, the backend of websites like this one. Stepping into commerce a bit to understand how the platform will function and which laws were needed to keep in mind as we build forward. Deliverables of all these items came before they were due with additional applied content customizations such as analytic reporting, branding and monthly progress reports.

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About

My name is Maria Schechter and I have been a marketing and communications professional for over 10 years. I have held board seats, trained executive staff, mentored boards, and customized marketing assets including special projects for clients that fall into the category of design.