

House Resolution 1604

By: Representative Marin of the 96<sup>th</sup>

### A RESOLUTION

- 1 Recognizing and commending Yesica Murillo; and for other purposes.
- 2 WHEREAS, Yesica Murillo has long been recognized by the citizens of this state for the  
3 vital role that she has played in leadership and her deep personal commitment to the welfare  
4 of the citizens of Georgia; and
- 5 WHEREAS, she was born in Lima, Peru, on November 23, 1973, graduated in Business  
6 Administration and Marketing from IPAE in Lima, Peru, then furthered her studies in  
7 Finance and Control at the University of the Pacific, in Peru; and
- 8 WHEREAS, she embarked on an impressive career in the banking sector, working at  
9 Interbank and Santander Mutual Funds in Peru; and
- 10 WHEREAS, she later transitioned to managerial roles, most notably as the business general  
11 manager of the renowned Peruvian newspaper "Grupo Erensa," where she successfully  
12 managed advertising for numerous Peruvian companies, and she has been in the field of  
13 marketing and advertising for 20 years; and

14 WHEREAS, she moved to Atlanta, Georgia, in 2005 and held numerous positions at Atlanta  
15 media companies before founding PA Media Marketing Group in 2014; and

16 WHEREAS, PA Media Marketing Group is dedicated to creating marketing strategies for  
17 both Hispanic and American businesses, establishing a strong presence in the Latino  
18 Community and has undertaken campaigns such as "Immigration Tours" with renowned  
19 lawyers to help the Hispanic community understand the proper procedures for entering the  
20 United States; and

21 WHEREAS, it has organized approximately 200 forums per year, totaling around 1,000  
22 forums over five years, educating Hispanic businesses, people in several countries, and  
23 locally in Atlanta; and

24 WHEREAS, Yesica Murillo is deeply involved in the Hispanic community in Georgia and  
25 has created more than 1,000 advertising campaigns over the years, consistently supporting  
26 the Latino community in Georgia and positioning clients as leaders in the market; and

27 WHEREAS, has been recognized for her efforts, providing aid to Latin American countries  
28 such as Guatemala, Puerto Rico, Mexico, and Peru during natural disasters by sending  
29 essential supplies and while her many accolades are too numerous to list in full, highlights  
30 include receiving the Peruvian Pride Award as a successful Peruvian entrepreneur abroad and  
31 being recognized as the 2020 Latina Businesswoman of the Year by the Latin American  
32 Chamber of Commerce.

33 NOW, THEREFORE, BE IT RESOLVED BY THE HOUSE OF REPRESENTATIVES that  
34 the members of this body recognize and commend Yesica Murillo and thank her for her  
35 efforts of behalf of her community and state.

36 BE IT FURTHER RESOLVED that the Clerk of the House of Representatives is authorized  
37 and directed to make an appropriate copy of this resolution available for distribution to  
38 Yesica Murillo.