



Susie Jaramillo

Creator, Canticos
Co-founder and Chief Creative Officer,
Encantos Media Studios

Artist, entrepreneur, brand builder and mom.

Susie Jaramillo is co-founder and Chief Creative Officer of Encantos Media Studios, a purpose-driven family entertainment company building brands for today's multicultural generation. Susie is also the creator of Encantos' first brand: Canticos, a bilingual baby and toddler brand inspired by Latino nursery rhymes. A Venezuelan-American mother of two bilingual and bicultural children, Susie created Canticos to share her culture and language with her own children.

Susie serves as author, artist, and executive producer behind the multimedia brand which includes books, digital apps, and animated videos. The book series is loved by kids and parents and acclaimed by industry experts, receiving accolades and starred reviews from Kirkus Reviews, Publishers Weekly, School Library Journal, and many more.

Susie directed and produced the Emmy Nominated Canticos animated series of bilingual sing-along videos which can be viewed on all Nickelodeon platforms. She is also the creator of Skeletitos, a set of spooky cute day of the dead tales which had its debut as a best selling title in Target for fall of 2019.

Before Encantos, Susie was co-founder and Chief Creative Officer of Latinvox, later known as the vox collective, one of the top 25 agencies in the multicultural space until it was sold in 2012 to Profero, now Mullen Lowe Profero. Her clients included Macy's, Verizon Wireless, Coca-Cola, General Motors, Pernod Ricard, and others. In 2004, she was instrumental in the selling of the Daisy Fuentes brand to Kohl's.

Susie also created and helped launch the Voto Latino brand with Rosario Dawson. She's worked with Human Rights lawyer Malika Dutt, artist and activist Angelique Kidjo and other organizations to create brands that help make the world a better place. She led memorable campaigns for multiple arts festivals, including Celebrate mexicoNOW & the New York International Latino Film Festival.

Susie is a sought-after speaker at conferences and book festivals across the country where she shares her knowledge and expertise in the children's media space. As a painter and draftsman by craft, Susie is very passionate and outspoken about the role of the artist and storyteller in today's cluttered media landscape.

Susie has been featured in Hollywood Reporter, NBC Nightly News, AdWeek, Brandweek, Univision, Telemundo, NBC, Parents, Vanidades, B The Change Magazine, and media across the Hispanic and general markets.
