

Making business building feel less overwhelming and more aligned through a human-centered approach.



DRIVING GROWTH WITH STRATEGIC SUPPORT AND EXPERTISE

2025



I'm Niwrka, a creative business strategist.

I will be your business wing-woman.

With over a decade of experience supporting entrepreneurs in branding, marketing, strategies, and operations, I've seen firsthand the power of smart support and intentional strategy.

My mission is to make business building feel less overwhelming and more aligned by strengthening your market position and streamlining operations through improved and efficient systems directed by strategy & backed by data and research analysis.

DRIVING GROWTH WITH STRATEGIC SUPPORT AND EXPERTISE.



Niwrka (new-r-kah) Pena Business & Marketing Strategist

When I'm not creating strategies I'm creating art.



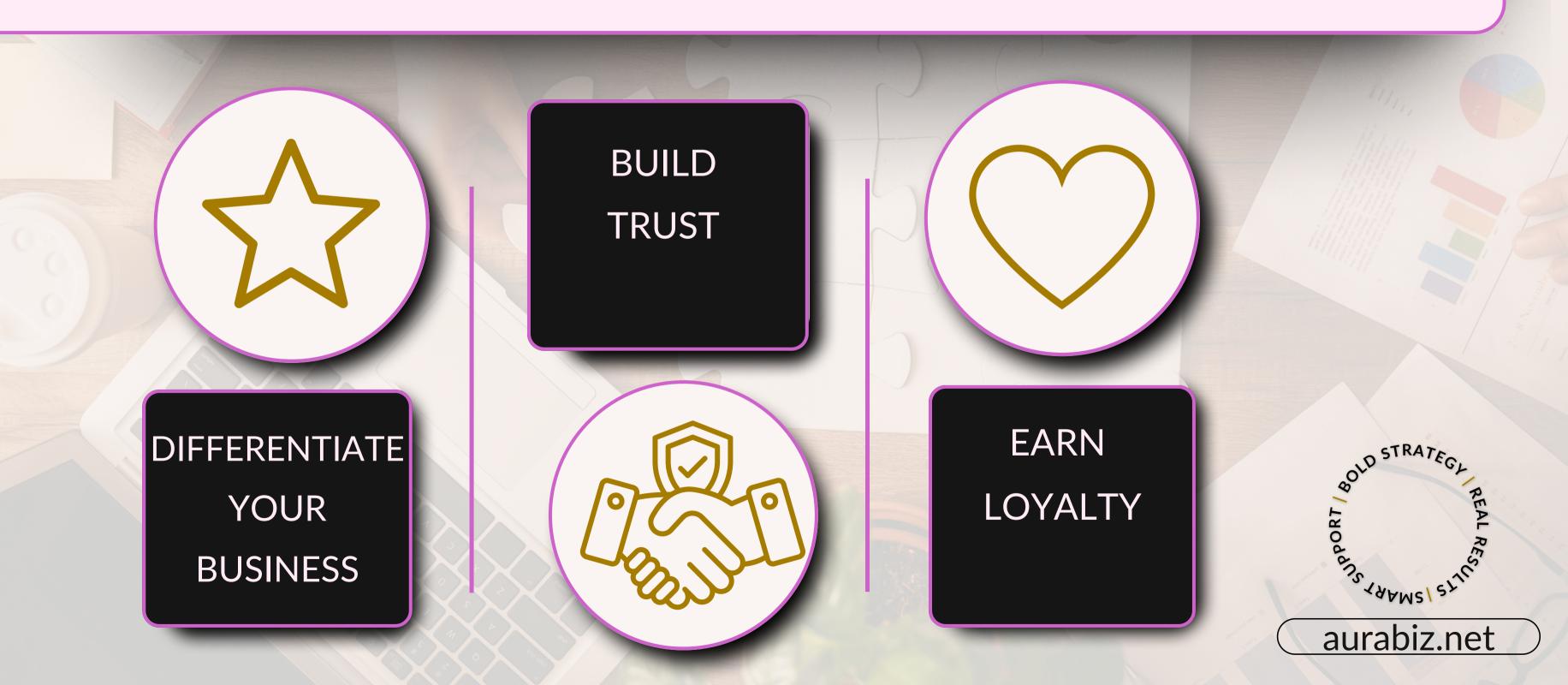
### Est. 2021



## The Benefits



To succeed in any industry, You Must Attract YOUR Customers, & To Do That, You Need a Strategy That Will Accomplish:

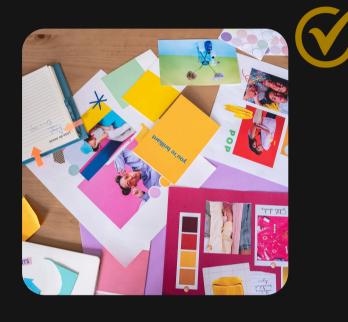


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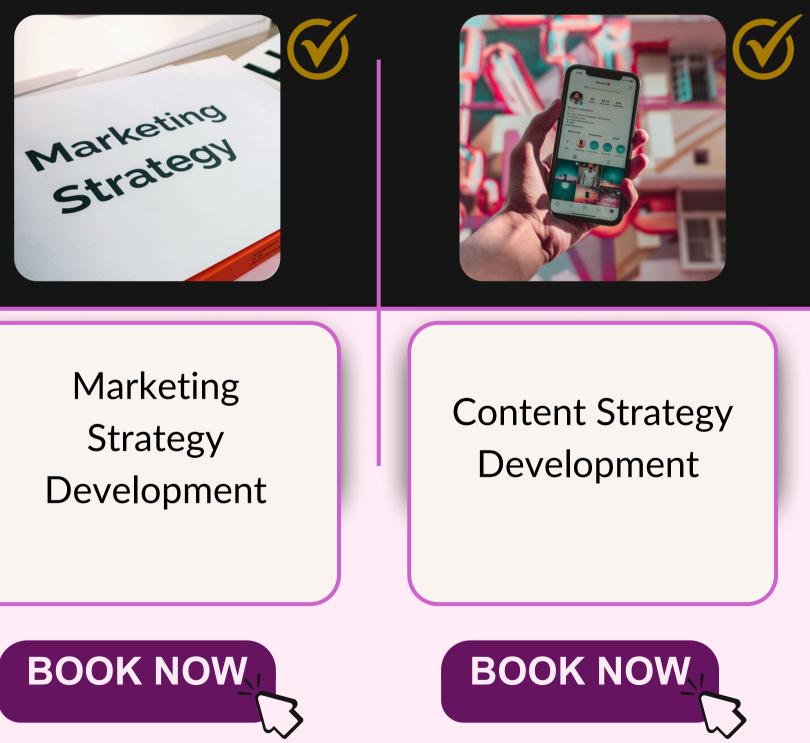
# OUR Solutions



- Attract Your Customers







Comprehensive **Brand Strategy** Architecture Development

**Operations** Set Higher Goals Plan Smarter **Optimize Workflow** 





• Capture the Unique Essence of Your Business • Make an Impact and Grow Your Brand

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# p Into Your xt Level.

on your offers, who you serve & how. Ible steps.

d Support that fits the way you work.

ce, Resources, Tips & Techniques.

Optimization.

s/Brand Strategy.



**DRIVING GROWTH WITH STRATEGIC SUPPORT AND EXPERTISE** 

# CORE VALUES & MISSION

a human-centered approach.

+ Partnership over Pressure: We believe in collaborative support that fits your flow.

Strategy with Soul: Business should feel purposeful, not just productive.

Clarity = Confidence: We prioritize clear, direct & literal communication without the fluff for efficient collaboration.

Flexibility with Structure: Customizable solutions that work for how you work.

### Our Mission is to make business building feel less overwhelming and more aligned through



# WE PARTNER WITH

### **Neurodivergents & Neurotypicals:**

Founders, Small Business Owners, Entrepreneurs, Solopreneurs, CEO's, Visionaries, Personal Brands, and Startups who want to scale smart –

Whether you're launching, pivoting, or ready to grow, we're here to support your vision with strategy and day-to-day support.



### **Reffer a Friend** & Receive

Human Centered Approach

### **Refer Now**

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### CONTACT US

Passion for empowering visionaries to pursue their dreams and lead fulfilling lives while celebrating our strength and resilience.









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aurabiz.net

USA - EST Zone

M-F: 9am - 5pm EST

### BOOK NOW



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