

# Full-Scope Digital and Print Masterpieces to Brick and Mortar Expansion: Unveiling a Creative Culture Empire

*Introducing the brands behind the brand by Novela built on family values and collective triumph*

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[/EINPresswire.com/](#) -- [Novela](#) Media, a leading creative empire spearheaded by Cadmo Matos Jr., affectionately known as Cad, a 30-year-old father and Latino serial entrepreneur with an insatiable appetite for adventure. At the tender age of 25, Cad co-founded Novela Media, igniting the spark that would evolve into the vast by Novela empire.

Novela Media stands as a beacon of creativity, offering brands a comprehensive toolkit to inspire through cutting-edge marketing strategies that transcend the ordinary and delve into the extraordinary.

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It's a vibe—a collective success where one triumph is a victory for all.”

*Cad Matos Jr.*

Cadmo Matos Jr., known as Cad and his multifaceted team are making waves in the industry with its recent expansion and unwavering commitment to innovative branding experiences. Founded by Cad at the age of 25, Novela Media has quickly evolved into a multifaceted powerhouse that offers cutting-edge marketing solutions designed to inspire and engage audiences on a profound level.



The brand's latest ventures, including the [PRINTOMO](#) and [Y65](#) subsidiaries, exemplify Novela's

dedication to pushing boundaries and redefining the norm in the creative sphere.

Enter PRINTOMO by Novela, a realm born out of a commitment not merely to print, but to forge connections, spark inspiration, and surpass expectations. This venture, launched in 2022, elevates branding materials to new heights, providing personalized memorabilia that resonates on a deeply personal level with its recipients. With the newest addition to the Novela portfolio—Y65—an electrifying fusion of manufacturing prowess and collaborative magic nestled in the heart of vibrant NYC. Y65 by Novela stands as a bastion of creativity, a melting pot where limitless possibilities in image and video creation come to life. The question they pose: "What's Your Novela?"

At the core of Novela's success is a team of talented individuals who embody the brand's ethos of hard work, trust, and creativity. Together, they function as a close-knit family, turning ambitious visions into reality with unmatched dedication and passion.

Novela Media is not just a business; it's a testament to family values and collective triumph. As Cad puts it, "It's a vibe—a collective success where one triumph is a victory for all." This sentiment is reflected in PRINTOMO by Novela's commitment to celebrating unique talents and fostering a sense of community among today's youth and aspiring entrepreneurs.

Cad's entrepreneurial journey, which began at the young age of twelve, has seen him venture



PRINTOMO  
PRINT.PACKAGE.PROMO



Y65  
Y \* SIXTY-FIVE \* NY

into diverse industries, each time showcasing his unwavering passion for innovation and success. Under his leadership, Novela Media continues to set new industry standards by delivering top-tier branding experiences that empower brands and customers alike to share their unique stories with the world.

Experience Novela Media's transformative journey of creativity and inspiration by following @Whatsyournovela and visiting [bynovela.com](http://bynovela.com).

#### About Cadmo Matos Jr.:

Embark on a journey into the visionary world of Cadmo Matos Jr., also known as Cad—a 30-year-old father and Latino serial entrepreneur extraordinaire. At just 25, Cad ignited a spark that evolved into the vast Novela empire—a testament to hard work, respect, and boundless dreams. In PRINTOMO by Novela, Cad's commitment goes beyond traditional printing services to forge connections, inspire, and exceed expectations, transforming branding materials into personalized memorabilia. The empire further expands with Y65, a fusion of manufacturing prowess and collaborative magic in the heart of NYC. An entrepreneurial spirit kindled at a young age has led Cad into diverse industries, including consumer goods, event production, culinary arts, and more. Under his leadership, Novela offers a comprehensive range of services that surpass the ordinary, establishing them as industry pioneers. Cad, a strategic brand genius and industry impact creator, infuses his work with a passion for creativity and a dedication to authenticity. His relentless drive motivates others to redefine success and pursue their dreams. Join Cad on a transformative journey as he advances the boundaries of branding, one Novela at a time. Follow @Whatsyournovela and learn more at [bynovela.com](http://bynovela.com) to join us on this transformative journey of creativity and inspiration.

#### About Novela Media:

Novela Media is an innovative and comprehensive media agency that is reshaping the branding and storytelling landscape. With a global reach, this creative powerhouse collaborates with esteemed brands, hinting at prestigious partnerships with industry giants like Nike. From full-scope digital strategies to customized print experiences and a vibrant creative studio, Novela provides brands with an unparalleled platform to inspire and authentically engage with their audiences. Through innovative ventures like PRINTOMO by Novela, personalized memorabilia transcends traditional printing to forge genuine connections and surpass expectations. Additionally, Y65 by Novela stands as a creative hub in the heart of NYC, where limitless opportunities for image and video creation come to life. Each facet of Novela Media prompts clients to explore and embrace their unique narrative, answering the question, "What's Your Novela?" Upholding a culture of craftsmanship, innovation, and excellence, Novela establishes a new pinnacle in the industry, empowering brands to share their distinct stories globally. Join us on this transformative journey of creativity and inspiration by following @Whatsyournovela and visiting [bynovela.com](http://bynovela.com). Follow @Whatsyournovela and learn more at [bynovela.com](http://bynovela.com) to join us on

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Jessica Kopach  
The JKO Agency  
[email us here](#)

Visit us on social media:  
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