

RESUME for Jane Genova

Jane Genova
339 Eastern Street – Suite 1303
New Haven, Connecticut 06513
Mgenova981@aol.com, 203-468-8579

How Jane Genova Helps You:

You get outcomes, quickly and at low cost. Jane Genova combines digital communications, including social media marketing, with standard marketing communications and public relations strategies and tactics.

Services include comprehensive digital campaigns, search engine optimization [SEO] including Google Ad Words, email marketing, Facebook, websites, graphic support, web advertising, web brochures, video scripts, tweeting, podcasts, blogging, e-books, PR Web press releases, and establishing communities.

Employment:

President, Genova Writing, Coaching, and More, a communications boutique specializing in social media and social media marketing, 2004 – present.

Serial Entrepreneur, including operating Wallace Brown greeting card franchise from age 11 until college.

Under-age worker in ethnic family businesses, Jersey City, New Jersey.

Experience:

- Creating and implementing social media marketing strategy and content for professional services firms ranging from financial to law; high-tech consultants; heavy equipment dealers; and solo entrepreneurs and authors, 2004 – present.
- Building online communities which continue that sense of neighborhood offline.
- Merging online marketing efforts with offline promotions such as special events, television bookings, and interviews with media.
- Serving as board member on the American Marketing Association [AMA]. Created digital ads which had record response.

- Conducting national social media marketing workshops and one-on-one coaching, 2004 – present.
- Ghostwriting [confidential] of commercial blogs.
- Contract blogging for AOL Jobs. Weekly page views often exceeded 500,000.
- Syndicated blogging. Her syndicated blog <http://lawandmore.typepad.com> is housed in the Library of Congress permanent collection on the Internet. [Http://lawandmore.typepad.com](http://lawandmore.typepad.com) ranked among top 100 blogs by the American Bar Association and Criminal Justice; also listed among 50 top blogs by Online Universities. Her three other syndicated sites <http://janegenova.com>, <http://careertransitions.typepad.com>, <http://over-50.typepad.com>, <http://over-50.typepad.com>, 2005-present. These are also distributed by Amazon.com's Kindle. Tweeting at <http://twitter.com/gggggg1>.
- High rankings on search engines and linking by top-tier media, ranging from THE WALL STREET JOURNAL to NEW YORK Magazine.
- Parachuting in as digital columnist for Manhattan Institute's Point of Law, Harvard Law School publications, Jack O'Dwyer publications, Digital Media Buzz, and Pajamas Media.
- Live-blogging and live-tweeting conferences, speeches, and court hearings/trials.
- Publishing E-books, including OUR EMOTIONAL INTELLIGENCE, GEEZER GUTS, VODOO AND PUBLIC NUISANCE, SAVING SOULS ON PARK AVENUE.

SKILLS:

- Social media marketing, ranging from strategy to creating content
- Search engine optimization [SEO], including Google Ad Words
- PR Web kind press releases
- Scripts for videos, podcasts, and webinars.
- Creating Content for blogs.
- Ghostwriting [confidential accounts]
- Building digital communities which reach offline.
- Self-published books.
- Boosting traffic, sales conversions.
- Metrics analysis and course correction.

OVER-EDUCATION:

Harvard Law School, Cambridge, MA

University of Michigan, Graduate degrees, Linguistics/Literature/Education, Ann Arbor, MI

University of Pittsburgh, graduate studies in accounting, organizational change, economics, Pittsburgh, PA.

Case Western Reserve University, graduate studies in individual and social psychology, Cleveland, OH.

COMMUNITY MEMBERSHIPS:

American Marketing Association.

International Association of Business Communicators.

All The Single Girlfriends

Over-50 and Still Working

Contact Jane Genova for a complimentary consultation, mgenova981@aol.com, 203-468-8579. No pressure.



Organizations tried this vendor and that vendor. Then they found Jane Genova. They and their clients/customers lived profitably after.