INTRODUCING JANE GENOVA - MARKETING COMMUNICATIONS/ADVOCACY

TITLE: Jane Genova is Chief Outcomes Officer at Genova Marketing Communications and Advocacy

CONTACT INFORMATION: janegenova374@gmail.com, 203-468-8579, based in U.S. on PT

UNIQUE VALUE:

Jane Genova combines for you a background in formal corporate communications and the conversational messaging of social. She has been part of campaigns in diverse industries. Those range from professional services, including financial, to industrial trades such as roofing. Her tools include listening (Dale Carnegie graduate assistant), research/complex analysis (University of Michigan doctoral studies, Harvard Law School), social media, and out of the box content strategies that are in the box enough not to distract.

BLOCKCHAIN, CRYPTO, NFT EXPERIENCE:

Jane Genova learned to be at home with technology when working full-time at IBM and as a consultant for Verizon and AT&T. She has been involved in campaigns related to blockchain, including crypto and NFTs, in assignments for American Express, Randstad, Stratas, and SteelStored. Her thought leadership on blockchain, including the metaverse, has been published in O’Dwyer Public Relations and Bull Blockchain Law.
SOCIAL NETWORKS:
Twitter - https://twitter.com/genova_jane?lang=en
LinkedIn - https://www.linkedin.com/in/janegenova/
Instagram – Jane Genova
Facebook - (please friend)

SYNDICATED BLOGS:
Jane Genova founded and operates three syndicated blogs. They are
http://lawandmore.typepad.com
http://over-50.typepad.com
https://yourcareercoachingwithjanegenova.blogspot.com/

LINKEDIN RECOGNITION:
Congratulations! Your post was featured by the LinkedIn News team in "Is law school worth it? Maybe not" Congratulations! Your post was featured by the LinkedIn News team in "Is law school worth it? Maybe not"

PROCESS:
The methodology includes competitive analysis, strategy, research, content-creation, editing, course-correction, and repurposing on social networks.

Formats include books (print and e-), whitepapers, thought leadership opinion-editorials, talking points for podcasts, video scripts, speeches, email outreach, newsletters, websites, profiles, blog content, social networking, and sponsored content.

PUBLICATIONS BY JANE GENOVA ON MARKETING COMMUNICATIONS:
CONTENT SAMPLES FOR BLOCKCHAIN, CRYPTO, NFTs, METAVERSE:


https://info.risesmart.com/hubfs/Assets/RS-WP-India's_labour_market.pdf

http://www.stratascorp.com/you-have-no-idea-what-blockchain-is-thats-ok-we-do


https://lawandmore.typepad.com/law_and_more/2021/12/web3-the-technological-solution-for-ending-monopoly-power-maybe.html


COMPLIMENTARY CONSULTATION:

You owe it to yourself to share with Jane Genova your challenges and the results you need. She listens. She will make recommendations. No pressure. No selling. Please contact janegenova374@gmail.com, 203-468-8579.

REFERENCES:

Paul Chaney, Consultant in Social Media, pchaney55@icloud.com, 337-255-4910

Jamie Pitts, Project Engineer, EverGuard, jamie@everguardroofing.com

Kevin McCauley, Editor-in-Chief, O’Dwyer Public Relations, kevin@odwyerpr.com