

# GEORGENA MICHELIZZA

## COACHING & MARKETING COMMUNICATIONS

### ABOUT MOI

I'm a cause-driven entrepreneur, writer, and coach with a background in marketing communications.

With seven years of self-employed small business experience in service environments, I have extensive experience in the full customer life-cycle and all touch-points, as well as in marketing management. I'm a certified NLP (Neuro Linguistic Programming) Master Practitioner with expertise in teaching and coaching.

### EXPERIENCE

#### IMPACT BRACELET

*Business Owner | October 2018 - present | [www.impactbracelet.us](http://www.impactbracelet.us)*

- e-commerce bracelet brand with charitable giving as a backbone.
- Primary Responsibilities: Marketing Planning and Execution, Marketing Agency Management, Social Media Manager and Fulfillment Team Management, Customer Service Management, Product Development, and Supplier Management

#### NEXT LEVEL JOY BREAKTHROUGH COACHING

*Founder & Coach | January 2017 - present | [www.nextleveljoy.com](http://www.nextleveljoy.com)*

- 1:1 Breakthrough coaching focused in fitness, relationship, and career

#### ELITE CATERING AND EAT ME SKINNY




*Founding Partner | August 2015 - October 2018 | [www.eatmeskinny.com](http://www.eatmeskinny.com)*

- Healthy food delivery subscription service and catering
- Partnering with a certified health coach and juice detox specialist, I leveraged her existing brand and network to launch a healthy meal delivery service on a subscription model. Identifying the greatest market gap and highest margin, we transitioned to solely offer Cold-Pressed Juice detox programs on a subscription model. Launching with well over our expected numbers for our pilot meal delivery program, the juice detox subscription grew organically month on month and continues to thrive and grow under the ownership of Ellen Key.



**I'M A PEOPLE PERSON.  
DRIVING EVERYTHING I  
DO IS A GENUINE  
DESIRE TO BUILD AND  
GROW AUTHENTIC  
CONNECTIONS.**

### LET'S CONNECT

-  New Mexico, USA
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-  [Georgea.tann@gmail.com](mailto:Georgea.tann@gmail.com)

### EDUCATION & TRAINING

#### 2018 | EMPOWERMENT PARTNERSHIP

*Certified Master Practitioner of NLP and Hypnotherapy*

#### 2018 | MARIE FORLEO

*Copy Cure | Web Sales Copy Writing Course*

#### 2011 | CHARTERED INSTITUTE OF MARKETING

*Digital Marketing | Social Media & Web Analytics*

#### 2009 | ART INSTITUTE OF COLORADO

*Web Design*

#### 2007 | UNIVERSITY OF NEW MEXICO

*BA | Political Science and International Relations*

## **EXPERIENCE CONT.**

### **QCPTV & SOLE PRODUCTIONS**

*Freelance Film Script Writer | 2016 - 2020 | [www.qcptv.com](http://www.qcptv.com) | [www.sole-studio.com](http://www.sole-studio.com)*

- Creative content direction and copywriting for 10-15 minute promotional tourism videos targeting inward investment for emerging economies.
- Work with account managers, producers, and sponsors on briefing, story-boarding, and script copywriting
- Write interviews for high-level speakers from government ministers to prominent artists, and other key figures.
- Projects completed: Panama, Kuwait, Aland, Cabo Verde (2), Ghana, Antigua and Barbuda, Portugal, Egypt

### **PUBLICITY & MARKETING COMMUNICATIONS**

*FREELANCE & CONTRACT | 2013-2015*

- Specialty: Leisure, Tourism, Hospitality & Entertainment Industries
- Disciplines & Capabilities: Content/Communications (Strategy, Management & Execution), Web (Consultancy, UX, Build & Analytics), PR (Strategy, Management, and Execution), Copywriting (Print and Advertorial, Radio, TV, Short Film, Web, Newsletter, PR, Social)
- Client List/Previous Work: Audiofly, Flying Circus, Supernature Records, Maison D'Etire, XPlus, Sacred Mastery Yoga, 1Beat, Falling Whistles, QCPTV, Bitrate Films, Quantum Productions, ICS, Mundus News Channel, British Airways - High Life In-flight Magazine

### **OFFSHORE INTERNATIONAL ADVERTIZING**

*Senior Account Manager | 2010-2013*

- Leading the agency's new digital marketing team I helped develop the digital offering and reposition the agency.
- Running key accounts across multiple sectors, I managed campaigns & projects on budget through delivery & built strong, profitable relationships.
- Digital marketing, project management, and strategic planning including content, design, usability, marketing & evaluation strategy | Business development, research, strategy, proposal writing, presentation preparation & pitching
- Managed budgets up to £50,000 | Management of small digital marketing team | Collaborating with internal agency teams to help develop online strategies that delivered return | Management & reporting on web analytics & campaign metrics | Copywriting, SEO, SEM, content strategy, e-mail marketing | Project & account management for both digital & traditional clients/projects
- Integrated Campaign Experience: E-mail, Social, Direct, Advertising, Evaluation

### **SKILLS AND TECHNOLOGIES**

- ✔ WEB PROJECT MANAGEMNET
- ✔ WEB ANALYTICS REPORTING AND EVALUATION
- ✔ BASIC DESIGN (PHOTOSHOP, CANVA, ILLUSTRATOR)
- ✔ CAMPAIGN PERFORMANCE EVALUATION
- ✔ CUSTOMER SERVICE & CUSTOMER EXPERIENCE
- ✔ PUBLIC SPEAKING, PITCHING, PROPOSALS
- ✔ CONTENT MANAGEMNET/ WEBSITE MANAGAMNET
- ✔ ACCOUNT MANAGEMENT
- ✔ SEO/SEM/E-MAIL MARKETING/COPYWRITING/CRM/CMS

