

M. Erica Gennarini, M.S.
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SUMMARY OF QUALIFICATIONS

Solution-oriented professional and entrepreneur with experience in diverse industries such as entertainment, government, writing, publishing, public relations, marketing, and equine services. Well-rounded experience in media relations and media escort services. Published writer and editor with experience in multiple genres, articles, and copy. Effective communicator with mass and targeted audiences; large and small. Ability to handle confidential and sensitive information with discretion. Skills include:

- Excellent written and oral communication skills
- Solid research and marketing analytical skills
- Exceptional writing/editing/proof reading skills
- Outstanding business development, public relations, and sales skills
- Strong media escort and publicity abilities
- Experienced working with diverse audiences

EDUCATION

B.S., Journalism September 1978 – December 1981
S.I. Newhouse School of Public Communications
Syracuse University, Syracuse, NY

M.S., City and Regional Planning (MCRP) January 1989 – December 1991
Rutgers University, New Brunswick, NJ

HIGHLIGHTED PROFESSIONAL EXPERIENCE

Lotus Communications and Public Relations 1997 to Present
Owner/Manager

A multi-level, service-oriented business catering to the needs of our clients. Services include writing, proofreading, editing, marketing, public relations, publicity, and promotions. Lotus manages and assigns reporters, and offers layout for publications using InDesign, InCopy, and NCS.

- Researches (primary and secondary) for writing assignments
- Utilizes informative and persuasive writing using direct and indirect approaches
- Creates content for internal and external audiences including developing original content for journalism pieces
- Defines company's marketing strategies to expand and grow the business

- Provides strategies to execute for PR campaigns
- Produces content for content matrix, schedules and processes (images, data & content)
- Provides writing, proofreading, and editing services (matches tone, style and format standards to assigned brands)
- Coordinates media appearances, book signings, and interviews. Personal assistance services provided
- Generates media coverage through publicity and promotes publicity events
- Manages media relations
- Social media marketing and management
- Entertainment booking agent and tour management services

Independent EMS/EMT Services

2009 to Present

- EMS services offered for events
- EMT services provided for horse shows

Princeton Equine Transportation Services

2003 to 2016

Co-owner

An equine transportation service dedicated to transporting show horses throughout the United States and Canada. Generating 1 million in sales through on-going advertising, public relations and marketing of services. Princeton Equine offers marketing and external communications for show horse owners and tracks for upcoming events.

- Door-to-door pickup and hauling
- Safe transport and facilities provided
- Route optimization for cost efficiency
- Client relations and interaction with clients
- Advertising sales and account management

South Brunswick First Aid Squad

2013 - 2013

Per Diem EMT

Emergency and first aid services provided.

Volunteer EMT for Princeton

2009 – 2012

Volunteer EMT

Emergency and first aid services provided.

Horse News
Contributing Editor

1994 – 1997

This 82-page publication is dedicated to the equine industry, and published by the Hunterdon County Democrat. I grew the publication from 16-pages to 82-pages.

- Wrote articles and provided content
- Managed stringers
- Copy and page layout

NJ Department of Environmental Protection
Speechwriter and Speaker's Bureau Coordinator

1990 - 1992

The Commissioner's Office of the NJ Department of Environment Protection proactively communicated and engaged throughout the State of New Jersey through a variety of speakers.

- Speechwriting for Commissioner Yaskin
- Researched experts and speakers in their field
- Matched speech topics to relevant experts and speakers
- Coordinated and assigned speakers to appropriate audiences, and groups

CME Associates
Environmental Planner

1992 – 1994

- Researched recycling and wrote Middlesex County Recycling Plan
- Performed wetland delineations
- Performed sewer inspections
- Performed other environmental inspections

Freelance Urban Planning

1991 - 1994

- Wrote RFPs and land use surveys
- Created grant proposals
- Provided environmental impact statements
- Compiled environmental remediation plans

New Jersey State Senate
Legislative Aide

1986 - 1988

Performed a number of duties ranging from administration duties to communication and public relations.

- Researched proposed legislation
- Drafted legislation
- Communicated with constituents and handled inquiries
- Generated correspondence to constituents
- Managed Senator's office

Radio Stations WCTC, WOUR, and WUTQ
News and Sports Anchor/Reporter

1981 – 1986

Broadcasting talent and radio personality for multiple radio stations throughout New Jersey and New York. WCTC, New Brunswick, NJ, WOUR and WUTQ, Utica, NY.

- Investigative reporting
- Researched facts
- Generated news stories
- Broadcast news and sports

WHEN Radio, Syracuse, NY
Sports Director

1979 - 1981

Incorporated a number of services for radio programs including the following:

- Local, college sports
- Coverage of Major League Baseball playoffs and World Series
- Research and writing
- Conducting interviews and importing audio clips into stories

SELECTED PUBLISHING CREDITS

- Dankoff, E. (2001). *Kiss-off Letters to Men*. New York City: Random House.
- Gennarini, E. (1991-93). Middlesex County Recycling Plan. New Brunswick, NJ: CME Associates.
- Gennarini, E. (2012). I can't believe it's me! *Nouveau Magazine; Premiere*.
- Gennarini, E. (2012). Somerset County: People Taking Action. *NJ Outdoors Magazine* .
- Gennarini, E. (2013). Top 10 Most Exotic and Romantic Vacation Destinations. *Super Model Luxury Living Magazine* (Premiere).
- Gennarini, E. (2013). Top Five Spas in New York City. *Super Model Luxury Living Magazine* (7 articles for the premiere issue).
- Gennarini, E. (2013). Westover Companies Continues Improvement Programs at Princeton Orchards. *NJAA Magazine*.
- Gennarini, Erica. (2015 to Present, January 1). *Erica On The Edge*. Blog:
<http://www.EricaOnTheEdge.com>

SKILLS

- Writing
- Public Relations
- Marketing
- Editing
- Publicity
- Research & Analysis
- Proofreading
- Promotions
- Media Relations

Lotus Communications & Public Relations

Selected Roster of Clients

Public Relations, Publicity & Media Relations Focus –

- Robert Seeber, author of “Abigail’s Psalms.” Publicity, public relations, booking agent, advertising, and social media for this author. New York, 2017.
- Three Bears. Wrote and disseminated press releases for their clients, Princeton, NJ, 2016
- Style Fitness – (A company dedicated to fitness for women over the age of 40). Developed marketing plan, consulted, and provided publicity services. New Jersey, 2013.
- J. E. Anzalone [Village People] – Booking agent, media escort services for domestic and international tours, promoter and publicist for this celebrity. Services incorporated his book tour for “Collison Course.” New York, 2011-2013
- Brett Bass, author of “Eulogy” Proof read and edited book along with public relations, publicity and media escort services. New York, 2011.
- Wayne Lukas, Celebrity Stylist, Fashion Designer, and Television Celebrity. Provided personal assistant services and media relations services including special events. Catered to special clientele in the Hamptons. New York, 2010
- Milicon & Associates – Venture-capital company based in Nigeria and the USA. Provide writing services: Content writing and design for brochures. New York, 2010
- Eugene Perma - A Parisian, high-end hair product line introduced to the US market. Wrote and developed marketing plan. New York, 2009
- Judge Drain (Rock band) – Manager, publicist and music video producer. New York, 2001-2005
- EQYSS – A high endline of horse care and wear products. Wrote and created this company’s first, HTML website. New Jersey, 1996-1997
- Leather Therapy (Leather care products company) - External Communications: Press releases, marketing and writing. New Jersey, 1996.
- Johnny Pretraglia, PBA Open – Professional Bowling Tournament – Marketing materials: brochures, i.e. New Jersey, 1992.

Publication Services with Editing and Proofreading Focus –

- Coast Guard News Article – Editor/Proofreader, 2016.
- Doctoral Dissertation (Language translation) – Editor/Proofreader, 2016.
- NJ Advance Media – Publication services: Editing (multiple stories), page design, copy and publication layout, 2016
- Myria, a graphic novel. Editor/Proofreader, 2015.
- Managed Care Magazine (40-page monthly magazine) – Proofreader, 2015.

- Gunther Publishing (multiple monthly newspapers) – Editor/Proofreader, 2013.
 - The Monmouth Family Times
 - The Middlesex Family Times
 - The Ocean Family Times
 - The Millstone Family Times
 - Ask The Doctor
- Brett Bass, author of “Eulogy”(Novel) – Editor, 2011.
- Mathematica Policy Research – Editor
- Educational Testing Services (ETS) - Editor