

Jamie Ginsberg

415-747-9223 (Mobile)

sonicallstar@gmail.com

linkedin.com/in/jamieginsberg

sonicallstar.com

Summary

Blend of business, legal, technology and marketing expertise. I founded Marin Power Yoga and am a specialist in the use of social media platforms to drive communication, sales, visibility and traffic in established and start-up companies. I create content for social media - writing blog posts, capturing and editing photographs, video and audio.

Specialties: Business Development, Social Media Marketing, Community Management, Blogging, Email Campaigns, SEO, Search Engine Optimization, Business Development, Writer, Video Production, Sound Engineering, Web Development, Tax Law, Federal and State Business and Tax Filings, Project Management and Technical Support.

Experience**Marin Power Yoga****Growth Hacker**

May 2013 - December 2018

Built Wordpress based website, used social platforms, blogging and google business for search engine optimization to drive growth in brick and mortar business. Implemented a content focused social media strategy to grow a community business. Responsible for all business development. Started and grew local yoga and fitness center with a focus on community and health. Built team to support all aspects of the organization, implementing technology in traditionally non-technical environments to improve communication and conversions. Taught power, gentle, kid and yin yoga along with TRX and strength classes.

Cleveland Groove**Social Media Strategist**

May 2010 - May 2013

Develop, shoot, edit and produce video and photography for social content. Implement and develop content management systems, primarily focused on Wordpress based websites, develop content driven social media strategies, train teams and support the implementation of the marketing strategy. Responsible for business development and client contact.

Van West Media**Social Media Strategist**

November 2011 - 2012

Consultant to clients of Van West Media developing innovative strategies to grow web traffic using social media, train marketing professionals in new technology.

Comet Technologies**Director of Business Development**

August 2007 - February 2009

Initiate contacts with potential clients, demo software and support evaluations of our products. Manage all aspects of customer support. Test software products and document features and bugs. Review contracts, non-disclosure agreements and internal policies for web publishing. Managed social media analysis and implementation, blogger relations. Team Leader for iPhone Application.

Thrasher, Dinsmore & Dolan

Attorney

August 2006 - August 2007

General legal practice, estate planning, charitable planning, tax planning for family owned and operated businesses, specialization in tax-exempt organizations. Managed client contact from start to finish. Assist clients in funding trusts and implementing asset protection plans.

Walter & Haverfield

Attorney

March 2005 - August 2006

Draft wills, revocable and irrevocable trusts, intentionally defective grantor trusts, operating agreements, buy/sell agreements, promissory notes, deeds, corporate minutes, bylaws, federal and state tax exemption applications, organize entities in Ohio, Delaware and Wyoming, research tax laws and consequences for transactions.

Osher Marin Jewish Community Center

Information Technology Manager

January 2001 - June 2002

Manage all desktops, servers, cisco router, implement software intrusion detection system, train employees on software, create intranet site, responsible for all technology purchasing.

Audiobase

Desktop Support

January 2000 - January 2001

Managed Desktop Support as company grew from 40 employees to over 100 in 1 year. Managed virus protection and security standards for all workstations. Trained new staff on internal systems. Documented all processes.

Julia Morgan Theater

Director of Operations

August 1999 - December 1999

Director of operations, main client contact from confirmation of booking through production run. Developed publicity plan, wrote press releases, placed advertisements in media.

Ten Speed Press

Apple Support Specialist

September 1997 - July 1999

Apple maintenance and repair for creative department. Created Power Point and Director multimedia presentations for marketing and sales.

Education

Cleveland State University - Cleveland-Marshall College of Law J.D, Tax · (2002 - 2004)

University of Michigan

BA, Communications · (1990 - 1994)

Bronx Science · (1986 - 1990)