

Genia Turczynski

Media Executive

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📍 123 Elm Street, Omaha, NE 68102

Education

Bachelor of Arts in Mass Communication and Media Studies at University of Nebraska-Lincoln, NE

Aug 2014 - May 2018

Relevant Coursework: Media Theory, Media Ethics, Digital Media Production, Journalism, Public Relations, Advertising, Social Media Management, Media Research Methods, Media Law, and Intercultural Communication.

Links

[linkedin.com/in/geniaturczynski](https://www.linkedin.com/in/geniaturczynski)

Skills

SEO Optimization

Adobe Premiere

Google Analytics

Social Media Management

Hootsuite proficiency

Content Creation

Crisis Communication

Languages

English

Dutch

Profile

Media Executive with 5 years of experience in driving strategic growth and innovative marketing initiatives for media organizations. Adept at developing and executing successful media campaigns, fostering strong client relationships, and managing cross-functional teams. Proven ability to leverage data-driven insights to optimize content distribution and maximize audience engagement. Known for creativity, adaptability, and excellent communication skills.

Employment History

Media Executive at Nebraska Broadcasters Association, NE

May 2023 - Present

- Successfully increased the association's annual revenue by 20% within two years through strategic partnerships, sponsorships, and effective marketing campaigns that attracted new members and advertisers.
- Spearheaded a highly successful digital transformation initiative, resulting in a 35% increase in website traffic, a 50% boost in social media engagement, and a 25% growth in online advertising sales within 18 months.
- Launched and managed the Nebraska Broadcasters Association's first-ever annual conference, which attracted over 200 industry professionals, featured renowned speakers, and generated a 30% increase in membership sign-ups during the event.

Assistant Media Executive at Omaha World-Herald, NE

Sep 2018 - Apr 2023

- Successfully managed a \$500,000 advertising budget for Omaha World-Herald, resulting in a 15% increase in ad revenue within one fiscal year.
- Implemented an innovative social media strategy that boosted the newspaper's online presence, leading to a 25% growth in followers across all platforms and a 30% increase in website traffic.
- Developed and executed a targeted local media campaign for a high-profile event, which attracted over 10,000 attendees and generated \$200,000 in ticket sales for Omaha World-Herald.
- Streamlined internal communication processes within the advertising team, improving efficiency by 20% and reducing project turnaround times by an average of two days.

Certificates

Certified Media Executive (CME)

May 2022

Digital Marketing Professional Certification

Jan 2021

Memberships