

Genevieve Goldberg

AI-DRIVEN MARKETING STRATEGIST | ANALYTICS, AUTOMATION & DIGITAL GROWTH

Palm Beach County, FL | veve.jenks@gmail.com | genevievegoldberg.com

PROFESSIONAL SUMMARY

AI-driven marketing strategist specializing in analytics, automation, e-commerce, and data-driven growth. Experienced turning marketing ideas into dashboards, reporting systems, and repeatable processes using prompt engineering, custom GPTs, Codex, and Claude. Combines Shopify and Google Analytics insight, customer segmentation, SEO/AI search optimization, and social media strategy with a background in fashion and brand storytelling.

PROFESSIONAL EXPERIENCE

Brand Coordinator

June 2026 – Present

Aurelia Demark | Palm Beach, FL

- Coordinate brand marketing and small-business operations for a founder-led fine jewelry company, owning the social media content calendar end to end — planning, creating, and scheduling content to grow brand awareness and engagement.
- Built an AI automation with Claude that generates monthly and quarterly marketing reports across social media and website performance, combining Shopify e-commerce metrics with Google Analytics data to drive strategy improvements.
- Building customer segmentation to power targeted email marketing and lift retention and conversion.
- Developing a Claude AI integration with Shopify to deliver hyper-personalized client experiences designed to maximize conversion rates.
- Optimizing the website for SEO to strengthen organic visibility, and developing strategy for AI search (AEO/generative engine) discoverability.

Marketing Specialist

May 2025 – April 2026

Adapt Forward | Remote — based out of Charleston, SC

- Built and iterated a LinkedIn and website analytics dashboard centralizing KPIs including impressions, engagement rate, clicks, content performance, and web traffic insights.
- Developed custom GPT workflows for marketing strategy, analytics summaries, trend research, and repeatable reporting processes.
- Used Codex and Claude Code to prototype digital solutions, support dashboard and website/app development, and improve data-handling workflows.
- Translated performance data into recommendations that strengthened content planning, thought-leadership direction, and positioning, and aligned brand messaging with overall GTM strategy.

Assistant Fashion Stylist + Social Media & Website Coordinator

October 2024 – Present

Dana Yurglich | Palm Beach, FL

- Manage Instagram and Facebook content strategy, driving engagement growth through content planning, scheduling, captions, and analytics.
- Redesigned and manage the stylist's Squarespace portfolio website, including image curation, page structure, SEO/AI search optimization, and mobile-focused improvements.
- Support editorial, commercial, and runway projects through wardrobe styling, creative direction support, and backstage coordination; assisted on shoots featured in Aversa Magazine and Fort Lauderdale Magazine.

Founder

June 2022 – May 2023

Envie Boutique | Charleston, SC

- Founded and operated an online and pop-up clothing boutique — managing e-commerce, inventory, merchandising, customer experience, and social media marketing — sourcing apparel through Atlanta and New York buying markets.

CORE SKILLS

AI + Automation: Prompt engineering, custom GPTs, Codex, Claude Code, Claude–Shopify integration, AI agents, AI-assisted development, automation workflows

Marketing + Analytics: Google Analytics (GA4), Shopify analytics, LinkedIn analytics, KPI dashboards, marketing reporting, campaign analysis, customer segmentation, email marketing

Digital + Brand: Shopify and Squarespace management, SEO and AI search optimization (AEO), social media strategy, content calendars, fashion and luxury brand storytelling

EDUCATION + CERTIFICATIONS

Bachelor of Science in Marketing — *Palm Beach Atlantic University*

May 2026

Certificate in Google Analytics — *Google Skillshop*

September 2025