



# Genevieve Goldberg

Palm Beach County, FL

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## PROFESSIONAL SUMMARY

Genevieve Jenks is an AI powered marketing strategist with experience using prompt engineering, customized GPTs, and AI development tools such as Codex and Claude Code to build apps, websites, and other digital solutions. She brings a strong combination of technical AI fluency and marketing expertise across analytics, social media strategy, website management, and brand development. She is currently expanding her skills in AI agents and automation while applying an entrepreneurial and solutions focused mindset to every project. She is positioned at the intersection of marketing, analytics, and emerging AI with the ability to turn innovative ideas into practical and high impact results.

## EDUCATION

### High School Diploma

Oceanside Collegiate Academy  
2019 - 2022

Homeward Homeschool Association  
2022 - 2023

### Bachelor of Arts in Marketing

Palm Beach Atlantic University  
August 2023 - May 2026

### Certificate in Google Analytics

Digital Marketing Institute  
September 2025

## PROFESSIONAL EXPERIENCE

### Founder

Envie

June 2022- May 2023

During my senior year of high school I started my own pop-up and online clothing boutique. I went to markets where I purchased apparel and merchandised through social media.

### Key Holder

Hustle Smoothie Bar

February 2023 - November 2023

Managed daily operations as a trusted key holder and demonstrated strong customer service skills by assisting clients in tailoring orders to fit their preferences. Responsible for opening and closing procedures, maintaining strict adherence to health and safety standards.

### Assistant Fashion Stylist + Social Media & Website Coordinator

Dana Yurglich

October 2024 - Present

Manages Instagram and Facebook content strategy through reels, carousel campaigns, and scheduled posting using Buffer. Supports engagement growth through content planning and analytics insights while also assisting with the redesign and management of the brand's Squarespace portfolio website. Also organizes thousands of editorial images into structured digital asset libraries to improve content access and workflow efficiency

### Marketing Intern

Adapt Forward

May 2025 - Present

At Adapt Forward, I supported digital marketing and analytics initiatives while learning how to build customized GPTs and leverage AI tools such as Codex and Claude Code to improve workflows. I helped develop dashboards, track performance, and strengthen reporting processes to support more data-driven marketing decisions. I also contributed to campaign analysis and learned how AI can be applied strategically to make marketing operations more efficient and effective.