



2018 Women In Real Estate, Professional Services: Jenna Guarneri, JMG Public Relations

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Name: Jenna Guarneri

Title: CEO

Company Name: JMG Public Relations

What are some of your biggest accomplishments in the last 12 months?

As a PR professional, we have a lot of exciting moments. Throughout the year though,

I've had few stand outs including being invited to Facebook's HQ on International Women's Day and being a part of a national television program.

How many messages are in your inbox right now and how do you manage email?

I obsess over being extremely organized, so I only keep in my inbox pending items or content that need to be readdressed. Currently I have 115 emails in my inbox, but the amount of folders and subfolders on my sidebar is shocking. I keep every email I ever received. You never know when you'll need to refer back to a conversation. A clean and organized inbox helps me to be less overwhelmed throughout the business day.

What do you do like to do for fun?

So many things! Traveling, hiking, CrossFit, running, spending time with Jack, my German Shepherd.

In one word, describe yourself:

Fearless.

What blogs, resources, podcasts or influencers have helped you?

This past year I've been heavily focused on agency growth and evaluating the efficiency of each of our departments to ensure that we are functioning with optimal operations at all times. Like all

leaders and entrepreneurs, I am constantly trying to learn. I read as much as possible to understand different perspectives and the various ways to handle a situation. Two of my favorite books is "The E-Myth Revisited" by Michael Gerber and "Profit First" by Mike Michalowicz. I also visit monthly with a mentor who has over 25 years of experience, having worked with giant corporations and owning his own firm as a front runner in public relations.

How important is it for women to create a personal brand?

Over the last few years we witnessed a surge in the women's empowerment movement with women taking on more leadership roles and being more vocal on matters relative to equal rights. In order to ensure the mainstream movement continues, we as women are individually responsible for excelling in our own careers so as to continue to move the needle for generations to come. Building a personal brand is a part of a successful career. It's how you present yourself to your team and amongst potential competitors.

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