Employee Spotlight

Emily Kolasinski
MARKETING ASSISTANT

PERSONAL LIFE

ALMA MATER:
Emily is a graduate of Eastern Illinois University.

FAVORITE PLACE TO TRAVEL:
Orlando, FL

HOBBIES:
On the weekends, you can find her spending time with family and friends, or going to concerts.

FAVORITE MOVIE:
Nightmare Before Christmas

FUN FACT:
She used to figure skate!
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START DATE:
Emily started at Genfare April 2018.

GENFARE LIFE

FAVORITE THING ABOUT WORKING AT GENFARE:
“I feel like every role here heavily impacts the public transit community, and I love being a part of it!”

PHILOSOPHY ON MARKETING:
Marketing is a strong contender in what connects the company to its clients. It helps create a more personal and casual connection.

ROLES & RESPONSIBILITIES:
Compile marketing stats and analytics (website/SEO reporting), keep website updated (blog posts, update Marketing Portal), run Genfare’s LinkedIn page, and work part-time Customer Care.