

# GENFARE

## Employee Spotlight



**Emily Kolasinski**  
MARKETING ASSISTANT

### 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 OR BOOK:

Nightmare Before Christmas

### FUN FACT:

She used to figure skate!

### START DATE:

Emily started at Genfare April 2018.

### 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.

### 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.

### 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!"