



CORIN TOMASELLO

Charisma Communications

Captivate your customers when you communicate with charisma

☎ (813) 798-4063

✉ HELLO@GOCHARISMA.COM

📍 BNI GENESIS, TAMPA BAY

GOALS

- 10 clients using our Charisma CRM & marketing automation
- 150 Blog Articles/month
- 25 Email Marketing Campaigns/month
- 2-3 Website Content Projects/month
- Become a \$1M Referrer
- Be the Breadwinner
- Get Named on a 40 Under 40 List
- Start a Successful Vacation Home - or 2 (and use them ourselves too)

ACCOMPLISHMENTS

- Masters of Arts - Integrated Marketing Communication, Emerson College
- 7-figure content producer for clients
- Increased Lifetime Value (LTV) from 2.6 to 4.8 weeks (8 in VIP) resulting in \$1M+ additional retention revenue in a year.
- Trained team of nine agents to increase sales (from 15% to 36% close rate)
- At Wayfair, generated 38.5% close rate & top net promoter score (68%)
- BNI Collaborators President 2018, Director & Ambassador Team 2019-2021

INTERESTS

- My Son, Jordan, and 'Boys' Danny & Cooper
- Working Out (dancing especially) - I'm inspired by the Dallas Cowboys Cheerleaders
- Pageants
- Traveling (can work from anywhere)
- Murder Mystery Anything!

NETWORKS

- Junior League of Tampa
- Alpha Delta Pi Alumnae Association, Fmr. Recruitment & Marketing Advisor at FSC

SKILLS

- Fast-paced Marketing Project Management
- Adaptable Content Marketing & Ghostwriting
- Wicked Awesome Organization Skills

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WHY CHARISMA

We help business owners achieve their dreams.

- Trusted 5-star service who **cares** about every client
- Blend of Sales, Service, and Marketing -we're your mini marketing dept.

"Charisma Communications and Corin deserve 6 stars. Expertly executes for her clients, no matter the size of the project."-Brittany W.

"If I can leave 6 or more stars I would. Corin, is one of the hardest working women I ever met. She delivers every time." -Maurice H.

WHAT TO LISTEN FOR

- "I need to get my name out there."
- "Look at my new website/business cards!"
- "I don't know what to say on my blog or Facebook."
- "I wish I could clone myself."
- "I don't know how THAT GUY gets so much business! Don't customers know...?"
- "I don't have time."
- LOOK FOR: Nice, thick business cards with "Luxury" in the company name or Owner as job title

WHO WE LOVE TO HELP

Who do you know who?

- Is a web designer
- Is a business coach
- Owns a marketing agency
- Owns an online store
- Is a female entrepreneur with growing business
- Owns a health-related company (specialty doctors, vets, or gyms)
- Is starting a business
- Coordinates events for businesses

CONTACT SPHERE

- Web & Graphic Designers
- Business Coaches
- Photographers
- Public Relations & Event Managers
- CPAs
- Human Resources Representatives
- Trademark Business Attorneys

