

Geena Georgouses

BRAND & AI PRODUCT STRATEGIST · CREATIVE DIRECTOR

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EXPERIENCE

Founder & Principal Strategist / AI Product Lead

Evgenia Studios & Evgenia Labs · Oct 2023 - Present

- Advise startups, founders and consumer brands on positioning, narrative, founder voice, go-to-market communication and creative direction across AI, SaaS, wellness, hospitality and fashion.
- Translate complex products and audience insight into websites, editorial systems, campaigns and launch narratives; build founder-led content across LinkedIn, newsletters, social and long-form.
- Direct campaigns, launches, photography, video, UGC, partnerships and branded experiences.
- Lead AI-native builds spanning websites, interactive products, customer concierges, content tools and rapid prototypes — from information architecture through UX, messaging and launch.
- Current work includes Djihan Jewelry, Auvrai, Panoramata's interactive libraries and AI-assisted spatial concepting for Project Tudor Drive, UK.

Growth, Brand & Editorial Consultant

Panoramata · Feb 2024 - Present

- Own founder-led editorial strategy across LinkedIn, long-form content, video, product storytelling, competitive intelligence and AI search.
- Lead website positioning and conversion strategy; ghostwrite founder content and direct video from script through post-production.
- Conceived and built the AI Prompt Library and Email Inspiration Library as interactive acquisition products.

Head of Content Marketing (Contract)

Meraki Branding · Nov 2024 - Jun 2025

- Built and led the agency content division; managed contributors, developed service offers and created repeatable founder content systems.

Head of Organic & Content Marketing (Contract)

Bioniq · Apr 2024 - Oct 2024

- Owned organic strategy across three Instagram accounts totaling 60k+ followers; led lifecycle email, influencers, UGC and short-form video.

Marketing Manager

Robocorp (now Sema4 AI) · May 2021 - Jun 2023

- Second marketing hire; helped scale the developer-focused automation and AI company from Seed to Series A.
- Owned brand, content, PR, social, partner marketing and community globally; built a co-marketing ecosystem for 50+ strategic partners.
- Partnered with founders, product, engineering and sales on positioning, launches, websites and campaigns.

PROFILE

Brand and AI product strategist with 8+ years of experience helping early-stage startups and founder-led brands turn complex positioning into distinctive narratives and interactive digital products. I combine strategic positioning and creative direction with hands-on AI prototyping — building concierges, content products and spatial worlds without the traditional agency handoff.

CORE CAPABILITIES

Brand + Editorial

Positioning, brand narrative, founder voice, ghostwriting, editorial strategy, campaign concepts, creative direction, launches and brand systems.

AI + Product Prototyping

Prompt architecture, interactive web experiences, rapid prototyping, spatial generation, UX, information architecture, content products and AI-assisted research.

Content + Distribution

LinkedIn, newsletters, long-form, video, organic social, lifecycle email, community, partnerships, creators and UGC.

Digital + Growth

Conversion strategy, journeys, landing pages, product storytelling, website strategy, startup go-to-market and experimentation.

Tools

Lovable, Claude, ChatGPT, Gemini, Grok, HubSpot, GA4, Shopify, WordPress, Klaviyo, Flodesk, Figma, Canva and Adobe Creative Cloud.

EDUCATION

Webster University

BA, Media Communications
2014 - 2018