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Top Skills

Social Media

Leadership

Marketing

Certifications

Learning Gantt Charts

Silver Agency Partner

Certificate in Women's
Entrepreneurship

Agency Certification

Honors-Awards

Ignite Caribbean 30 Under 30

Publications

The Art of Getting Sh*t Done

Georgie-Ann Getton

Execution Expert | CEO & Virtual Event Production Expert at GSD
Solutions
New York

Summary

Georgie-Ann Getton is a NY-based tech ecosystem trailblazer, Execution Expert, mom of two, and the CEO of GSD Solutions, a business development agency she founded in 2019. She is also a multimedia content creator and speaker for her brand GSD with Georgie. She is the author of "The Art of Getting Sh*t Done", a memoir and entrepreneurship guide, and the host of Doing The Most The Misadventures of Entrepreneurship Podcast. Georgie is passionate about developing inclusive, innovative, and experience-driven business models. She additionally holds a seat on the NY Tech Alliance and Caribbeans in Tech & Entrepreneurship Boards.

Georgie-Ann's top skills include: Project Management, Public Speaking, Strategy Development, Growth hacking, Event Management and Coordination, Community Management, Leadership and Team Management, Product Development, Curriculum Development, Branding, Social Media Management, and Marketing, Adobe Illustrator/ Indesign /Photoshop, Typography, Expert Microsoft Office /Google Drive, Html/CSS

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<https://Twitter.com/Gsdwithgeorgie>

<https://youtube.com/gsdwithgeorgie>

Experience

GSD Solutions

7 years

Strategic Execution Consultant: GSD solutions

September 2018 - Present (3 years 11 months)

Freeport, NY, United States

GSD Solutions is a Branding and Consulting Agency that helps individuals and companies get more done. We work with our clients to build simple, efficient, and impactful brands that drive organic growth

We measure growth by customer engagement, sales, and business development

Founder: Get Shit Done Summit

November 2016 - Present (5 years 9 months)

Greater New York City Area

The Get Shit Done Summit was created by Illicit Mind Inc's Founder and CEO Georgie-Ann Getton-Mckoy in 2016 as an annual gathering for the nation's hustlers who are Getting Shit Done. When we use the term "getting shit done" we are speaking about individuals who go above and beyond in their craft. We are talking about entrepreneurs, techies, professionals, students, just doers who are leaving a mark on the world. Often times these doers are so used to doing that they forget to take a second to celebrate their accomplishments and share their stories. The Get Shit Done Summit is here create a safe, creative, and fun space for those doers to come share and gain knowledge, experiences and connections!

Host & Producer : Doing the Most: The Misadventures of Entrepreneurship Podcast

January 2019 - Present (3 years 7 months)

Remote

Doing The Most:

The Misadventures of Entrepreneurship with Georgie

In our modern day lense entrepreneurship has become a huge trend. People fantasize over quitting their jobs, becoming their own boss, and gaining financial freedom. Everyone wants to be the next Steve Jobs, Oprah or Jeff Bezos. We get caught up with social influencers and billion-dollar startups aka the land of fairies and unicorns. People often forget the time, energy and money that gets invested into earning these magical moments. The nights spent crying, waking up to negative bank account balances, spats of depression, or working 22 hour work days. All entrepreneurs go through phases of misadventures. We are driven, persistent, hardworking, ambitious, we are doers, and these are our stories.

Visit <https://doingthemost.xyz> to learn more

Wedding Officiant : Weddings by Georgie
August 2015 - August 2020 (5 years 1 month)
Greater New York City Area

Author : The Art of Getting Sh*t Done
February 2019 - February 2019 (1 month)

This book was written to teach dreamers and doers the beautiful magic and creativity that goes into getting sh*t done. You'll want to read this book if you're either an entrepreneur, creative, innovator or someone who aspires to be one of the above; you're struggling with your to-do-list and things keep getting in your way, stopping you from following through and you're ready for a change; you want to get into a less-dreaming, more-doing state of mind; or, you simply want to hear a good story.

NY Tech Alliance
Board Member
March 2021 - Present (1 year 5 months)
New York, United States

Dreamers & Doers®
Executive Member
November 2020 - Present (1 year 9 months)

Dreamers & Doers amplifies the entrepreneurial pursuits of extraordinary women through thought leadership opportunities, authentic connection, and access.

Doer Labs
CEO & Founder
January 2019 - Present (3 years 7 months)

Doer Labs is a human-centered platform for execution-focused, ambitious entrepreneurs to connect, learn, and get sh*t done.

Doer Labs was created by Georgie-An Getton-McKoy the founder of GSD & McKoy Inc as a platform to help dreamers do, and doers thrive.

We are here to help you unlock your inner potential and get more done!

cela
Director of Programs
February 2019 - August 2021 (2 years 7 months)

At cela, we know that the accelerator format enables innovation that is built to last. But it goes far beyond engaging networking and guest speakers – it's about building structures for innovation that will encourage, support, and grow. In my role as Director of Programs, I support the build-out of our programs from monthly office hours to entrepreneurship programs. Through these programs we have worked with SAP Next Gen, BMCC, Grow with Google, Samsung Next, and many other organizations

Mckoy Movers Inc
Operations Manager
October 2015 - September 2020 (5 years)
Greater New York City Area

Mckoy Movers is a family owned and operated moving labor company serving the NY tri-state area.

- Developed systems to streamline the process of managing 15+ employees using technology such as Slack, G-Suite Apps, Teamwork, Homebase and QuickBooks.
- Scaled the company revenue from \$42k in 2017, to \$105k in 2018 using online marketing techniques.
- Digitized all company records and transactions to boost customer satisfaction rating from 3 to 5 stars.

Startup Boost Pre-Accelerator
Co-Director NYC
March 2020 - August 2020 (6 months)
New York, United States

We are a global tech startup pre accelerator aimed at working with great early stage entrepreneurs to prepare them for accelerator programs, seed investment and revenue through a six week part time program.

TEDxLongIslandCity
Speaker
October 2019 - October 2019 (1 month)
Greater New York City Area

WunderLand Group
Project Coordinator
April 2019 - July 2019 (4 months)
Greater New York City Area

Temp staff in the Marketing and Communications Department at Northwell
Health through Wunderland

Think Work Media
Account Director
September 2018 - April 2019 (8 months)
Greater New York City Area
Fully Remote

Global Startup Ecosystem
Caribbean Regional Director
March 2017 - November 2018 (1 year 9 months)
Caribbean Nations

Director of the one of seven regions in the Global Startup Ecosystem. Home of
the 1st & Largest
Online Digital Startup Accelerator

CUNY Startups
Operations and Marketing
March 2018 - August 2018 (6 months)
Greater New York City Area

Illicit Mind
Founder
October 2015 - August 2018 (2 years 11 months)
Greater New York City Area

Illicit Mind Inc creates and develops initiatives that enable the growth of Black
and diverse entrepreneurs and techies. We take pride in accelerating and
nurturing entrepreneurial growth.

Girls Who Code
Regional Partnership Coordinator - NYC
December 2017 - April 2018 (5 months)
Greater New York City Area

Working with Girls Who Code by using creative marketing techniques to grow
local partnerships to increase the number of Girls applying to the Summer
Immersion program.

Hack for Baruch
President
May 2016 - June 2017 (1 year 2 months)

Greater New York City Area

We are a group of students at Baruch College committed to nurturing the tech and entrepreneurship community. The way our club is run is not traditional for Baruch, meaning we try to run Hack for Baruch like a start-up company.

Girls Who Code

Community Organizer

January 2017 - March 2017 (3 months)

Newark, NJ

Startup Institute

5 months

New York Operations & Events Manager

August 2016 - October 2016 (3 months)

Startup Institute provides immersive education for the innovation economy. We help individuals to develop the skills, mindset, and network to get jobs and thrive in high-growth companies. Born out of Techstars Boston, Startup Institute aims to align passion with profession and help students find the work they love.

Events Associate

June 2016 - August 2016 (3 months)

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StartingBloc

Social Innovation Fellow

August 2016 - August 2016 (1 month)

Accepted as a fellow of the New York 2016 StartingBloc program. StartingBloc is a global Fellowship for social impact changemakers. The StartingBloc Institute is a dynamic 5-day conference where Fellows learn from proven change-makers, are pushed to take bigger risks, and find life-long allies.

NewME Accelerator

Content Manager

July 2016 - August 2016 (2 months)

Create and manage social content for NewMe Accelerator.

BKLYN

Freelance Designer

May 2016 - June 2016 (2 months)

Papafans

Lead Web Designer

November 2015 - June 2016 (8 months)

Papa Fans is a Creative Marketing agency located in Atlanta, Georgia.

Through strategically designed communications across a variety of print and electronic media, we help small businesses and individuals to create or rejuvenate their brand.

Papafans.com

CUNY Startup Accelerator

Cohort Fall 2015

July 2015 - December 2015 (6 months)

New York, New York

Turned Illicit Mind Inc into a business from being a hobby. We incorporated, created a business plan, and developed our foundation.

Startup Island

Co-Founder

May 2015 - October 2015 (6 months)

Illicit Mind Clothing

Business Owner

October 2013 - May 2015 (1 year 8 months)

Bronx, New York

Designing and developing unique unisex apparel.

Barnes & Noble

Barista/ Cashier

August 2014 - September 2014 (2 months)

Collected customer orders , calculated and processed their payments, created their meals and drink.

Bath & Body Works

Sales/ Cashier

May 2014 - August 2014 (4 months)

Interacted one on one with shoppers, engaged in conversations to find out their wants and need, then directed them to the product of best fit based on the stores current inventory.

Foot Locker

Sales Lead

October 2012 - May 2014 (1 year 8 months)

Garden City, NY

Starting out as a Sales associate, I was promoted to a Sales leader with 5 months and then a Full time Sales Associate 4 months later. Throughout my footlocker journey I worked in 5 different locations of Footlockers, Lady Footlocker and Kids Footlocker. Responsible for giving customers a great store from the moment they enter the store until they leave. Asking open ended questions and engaging with the customer in order to find out their perfect find. Then encouraging them to sample the apparel/footwear and giving honest and helpful feed back in order to close the sale.

As a Sales lead I was a key holder in charge of opening and closing the store. I also set up and conducted interviews. After the hiring process I then went on to train and coach new team members.

Education

Baruch College

Bachelor of Science - BS, Business Communications with specialization in Graphic Communications · (2014 - 2017)

HBX | Harvard Business School

Entrepreneurship Essentials · (2018 - 2018)

Udacity

Grow with Google Challenge Scholarship, Front-End Web Developer track · (2018 - 2018)

Nassau Community College

N/A, Business Administration and Management, General · (2012 - 2014)