



Gena Nicole received her Bachelors of Business Administration from Mercer University in Macon, GA, with a concentration in Economics and Consumer Behavior. She enjoys literature, poetry and philosophy and the arts. As a Music Connoisseur, she has always been passionate about studying artists whose careers are positive and purposeful.

Gena Nicole's primary focus in the Entertainment Business is to consult with aspiring artist, developing their stage presence and lyrical content. In addition, Gena enjoys encouraging musicians and entertainment professionals to connect with non-profit organizations to give back to the community and to establish a sense of corporate responsibility. Gena is currently earning a Masters Degree of Science in Entertainment Business from Full Sail University, (Jan 2009 – Feb 2010).

Experience:

Present Titles

Manager and CEO Know Better Entertainment LLC, an Artist Development Company

Artist Developer kNOwBetter Entertainment LLC, Atlanta GA

Entertainment Business Consultant kNOwBetter Entertainment LLC, Atlanta GA

Personal Manager, Artist Developer, and Career Consultant M.A.R.K Univer\$e

Artist Developer and Career Consultant J.Wiggs

Director Step Yah Game Up, Atlanta GA

Administrative A&R Keys to Life Music, Atlanta GA

Former Titles

Personal Manager and Career Consultant Wayne M, Atlanta GA

Booking Agent "Straight No Chaser Tour," Atlanta GA

Booking Agent Wayne M, Atlanta GA

Showcase Producer and Promoter - Miscellaneous Movement Live Event, Woodstock GA

Founder S.P.E.A.K Mercer University, Macon, GA

Executive Administrative Assistant Left Eye's UNI Music Studios, Atlanta, GA

Concert Production and Promotions Intern JWS Promotions, Woodstock, GA