MCSC’s Women’s Business Center

Client Success Story

Gina Cinardo
Ginici Studios
Ginicistudios.com

Making the invisible, visible through personal branding and lifestyle portraits, Gina Cinardo is dedicated to capturing the authenticity and natural beauty of her clients creating an unforgettable photo and everlasting experience. Gina is a true artist with over 25 years of photography experience.

Gina’s artistic talent was first publicly recognized in high school when she won ‘Artist of the Year’. From there she was on the fast track to earning her Bachelor of Art in Fine Art Photography. In 2010, Gina relocated to San Luis Obispo and opened her business, Ginici Studios. Seeking startup assistance, she was referred to MCSC’s Women’s Business Center and enrolled in the ‘Start, Run & Grow Your Business’ entrepreneurial training course. Upon graduating Gina benefited greatly from the marketing assistance she received from this course.

In the first few years of her business Gina struggled with turning a profit. With assistance from WBC consultants she was able to shift her focus from business expenses to her current flow of income, which resulted in a better pricing structure for her products/packages.

In her third year of business she turned a profit. Gina’s revenue is steadily increasing on an annual basis. She has cultivated a strong reputation within the central coast providing personal branding, professional headshots, family portraits, etc. which continues to grow her business. She is now in her 8th year of business and striving toward her 10-year anniversary with a vision of expanding her geographic reach and obtaining a brick and mortar studio. This year Gina will be looking for a summer intern as she anticipates an increase in her clientele in this season.

Gina continues to be motivated knowing that she is helping others grow their business while simultaneously growing her own. She remains an active client with the Women’s Business Center, utilizing these resources to improve her strategy, numbers, and expand her networking. Gina also gives back through the Women’s Business Center by donating her time to host workshops on branding, websites, and more!