



November 19, 2014

GIRL CRUSH

Meredith Fineman



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Zee's Latest Girl Crush!

Have you ever felt like sometimes, the best part of your day is when someone lifts your spirits? Well, meet Meredith! She runs a company called FinePoint, which began as a public relations firm but now focuses on working with people in leadership. Meredith's company helps people in business – especially women – with their personal brand and figuring out who they are in the industry. Meredith is also a writer, and she's passionate about teaching women to brag about their achievements and be confident in their careers—at any age. Meredith is totally fantabulous because she became an expert at teaching women and girls like you and me how to be and feel awesome!



Fun Facts

What is one secret you have never told anyone?

I have an alter ego I made up when I was eight. She's my Sasha Fierce (but I was first!). She's a movie star.

What was your dream job as a

kid?

I wanted to be a ballerina. I danced for a bunch of years, but it wasn't my path.

What is your guilty pleasure?

Lots of TV shows, celebrity gossip magazines, and definitely shoes.



STATS

Full Name: Meredith Fineman

Birth date: February 16, 1987

Height/Descriptive Feature: People notice my height because I'm tall and I wear high shoes—plus right now the bottom of my hair is turquoise.

Favorite: Sushi, song—can't ever pick one—but I can't stop listening to Taylor Swift's new album, 1989. I love everything she stands for right now with women in business and creativity. My favorite show of the moment is The Mindy Project, and I will never so say no to birthday cake.

Started Career: I started my company at twenty-three, but I worked in nightlife from age nineteen onward, and have thrown parties forever. I also used to sell jewelry I made, and I've done all kinds of side art projects my whole life.

Q&A

1. How did you become interested in public relations? Can you identify a moment, a person, or an experience that led you down this fabulous path? I've always been good with people and circled around the media and the press. I've been a freelance writer for ten years, I grew up in media in Washington, and I just understood how to pitch—both myself and my clients. Now I take those operating principles to empower leadership—like startup founders or CEOs, as well as women. The applications for PR in leadership and in professional confidence (particularly around women and bragging) allow me to continue using what I've learned for good.

2. What do you think is the most important thing for young girls to remember when aspiring to become leaders?

It's really hard to put yourself out there. I created a business based on helping people (especially female leaders) get out there. It's scary, but "fortune favors the brave."

3. What was a surprising obstacle that you encountered as an entrepreneur? How did you overcome it?

The lack of consistency is so, so hard. It's just one giant roller coaster. One day you're up, the next you're down. (Spoiler: I have never been on a roller coaster, because I get nauseated doing everything, so it's amusing now to think of that reference.)

4. Who is the most influential female role model in your life? Why do you look up to her?

I have so many. Tina Wells is definitely one of them! I love women who do interesting and creative things as leaders, like Emily Weiss of Into the Gloss (she's more of a girl crush, for sure). Women championing the rights of others all over the world and in our country—Wendy Davis, Malala, Hillary Clinton—all make me happy to be a woman.

5. What is your favorite part of being the founder and CEO of a business? What's the most exciting part?

I'm a really creative person, and I get to create every single day. Well, I have to. The most exciting part is seeing others be enthusiastic about the work that you're doing. Sometimes when you are creating your own thing, it can be isolating and in a vacuum.

Learn more about Meredith at finepoint.co, meredithfineman.com, and on Twitter and Instagram @meredithfineman.

Tweet @MackenzieBlue and let me know what you love about Meredith Fineman!

Peace, Love, & Music . . . Zee



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