

Christina Lenis is an Account Executive at Zoulas Communications.

Twitter. Facebook. Blogging. Viral videos. This is the world Christina Lenis lives in. You do too. But where are you? If you're not online, you're non-existent. There's no excuse for not having a web site, a corporate video, a Facebook Fan page, or a Twitter account. If Christina can't find you on her Blackberry in the 15 seconds it should take to find your name in Google, then you've lost.

An expert on Social Media, Christina Lenis believes that all aspects of communications should be recognized in any plan. It's not enough to solely focus on marketing or advertising or public relations, your company needs to be an interactive commodity in the global age of communications in all areas.

A recent graduate of Simmons College, Christina studied film production and public relations. She also dabbled in journalism, publishing articles in the book, "Old Wrongs New Rights: Student Views of the New South Africa". She has produced a number of short films, including the documentary, "South African Stories," about post-apartheid South Africa. She also worked in production on the teen comedy "Boyband: Breakin' Through in '82" from independent production house, Artigo/Ajemian Films. She currently handles the marketing and distribution for three PBS-affiliated documentaries, including "Louisa May Alcott: The Woman Behind Little Women". She also edits using Final Cut Pro, most recently editing the trailer for the Mass. Bay Film Festival Official Selection, "The Green House Girls". She is expanding her expertise into the world of graphic and web design and is learning html coding and Word Press. Follow her on Twitter at [twitter.com/clenis](https://twitter.com/clenis).