



Hello, I'm Genya Kalinina

I founded Hello Roanoke in 2020 to help Star City residents and visitors discover the local treasures that make our region so special. Together, we can leverage my engaged following to promote your business in a genuine, fun, and creative way. From highlight reels and event previews to huge giveaways and much more, we can put together a custom advertising package to fit your specific business needs.

- CUSTOM CONTENT CREATION
- CONTESTS/GIVEAWAYS
- SOCIAL MEDIA MANAGEMENT
- SOCIAL MEDIA CONSULTING



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(540) 307-0689



41.2K

INSTAGRAM
FOLLOWERS



663K

REACH
LAST 90 DAYS



46K

ENGAGEMENT
LAST 90 DAYS

|| Genya works closely with you on a personal level to ensure you love the content that she creates. She is vastly creative and talented on her @hello.roanoke platform and I truly feel like I learned more about our own social media audience by working with her. She puts time and effort into learning more about your business to be able to share with her audience and it absolutely shows! One thing I loved was that after the reel she created was posted, she asked her audience if they had any questions about our company or products and received several responses. I so appreciated the personal touch of this follow-up Q&A as our company is fairly new. On top of such an incredible turnout because of her reel and stories – well over 2,000 new followers for our accounts across the board – working with @hello.roanoke was also a delightful and educational experience! ||

Amber Horton
Marketing Director of Txtur



SUCCESSFUL PARTNERSHIPS



Bank of Botetourt



ROANOKE
OUTSIDE
FOUNDATION



FIRE STATION ONE
BOUTIQUE HOTEL



CURRENT RATES
ARE AVAILABLE
UPON REQUEST

Did you know?

[I'm currently a regular columnist at The Roanoker, authoring the Local Look. Check it out! »](#)

|| Genya is outstanding and a pleasure to work with. The reel she created for us performed well beyond expectations with over 20,000 views and a ton of interaction. She was instrumental in telling our story to Roanoke and creating leads. I would recommend her without hesitation. ||

Bill Chapman
Owner of The Quarters
Coworking

|| Working with Genya was an absolute delight. From communication to deadlines, Genya always ensured that everything ran smoothly. As a regional partnership, we were grateful for the opportunity to collaborate with such a talented individual to promote our three destinations. Her dedication to her craft is truly inspiring and it was evident that she put a tremendous amount of effort into creating content that resonated perfectly with her followers. Our collaboration with @hello.roanoke went beyond the initial campaign, as her ongoing endorsement of our region to her followers enables us to effectively reach our target demographic. ||

Jessica Williams
Chair, Greater Augusta Regional Tourism



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