



Olivia Vo success story, Savvy Social Pro Enterprises - March 2024

By Lorrie DeFrank

Marketing specialist Olivia Vo sports her own signature brand—joyful energy. And those heart-shaped glasses.

Her contagious positivity is a key component of her success formula in defining and starting her businesses, which allowed her to follow her heart into the nonprofit sector. When she connected with the Jacksonville Women’s Business Center in 2023, the pieces of her somewhat scattered plans came together like a completed puzzle. “I’m so grateful that I found them and I give them much credit for my professional and personal development. JWBC is a vital and necessary part of the Jacksonville community and I wish more people knew about it,” said Vo, who eventually desires to “become one of their champions and mentor other women.”

When her husband’s position was relocated from Massachusetts to Jacksonville eight years ago, at first Vo continued the technical recruiting job she had in Boston remotely from Florida. Not knowing anyone, she pushed herself to network and make new connections among whom was former JWBC director Jackie Perrault.

Vo left her corporate position in 2021 and the next year was accepted into the competitive five-month USA Women’s Entrepreneurship Cooperative based in New York. “I loved that experience and wanted to find something that mentored women like that in Jacksonville. I didn’t realize that within JAX Chamber was a women’s business center,” she said.

Vo dove into JWBC’s Entrepreneur Certificate Program in May 2023, starting with Venture Leadership. So far, she has completed all of its five programs except Legal Matters.

She had been dabbling in small business ownership during the COVID-19 pandemic. Then, with the clarity and direction of her JWBC mentorship and participation, her career path took surprising and satisfying turns that keep her busy and engaged:

- In 2021, she founded Savvy Social Pro Enterprises, which incorporates a couple of her previous business endeavors in social media training, such as for the LinkedIn platform, livestreaming and speaking.
- She later started a book anthology business called The Three Booketeers, operating online with two other women based in California.
- She has been a full-time development associate at the nonprofit Jacksonville Speech & Hearing Center since August 2023.

The last two were direct results of one of her early involvements with the JWBC. She participated in the Pitch Factory, a six-week entrepreneurial workshop series that the St. Johns County Chamber offers in collaboration with the JWBC. She won the \$500 first-place prize in the pitch competition, thanks to sponsor North Avenue Capital. “It was a fantastic experience, intensive but a lot of fun,” Vo said. “It led me to formulate The Three Booketeers, a totally new business concept, as well as develop a customer segment that came out of those organic discussions with my peers and the workshops.”

Following the Pitch Factory, she accepted a position with the Jacksonville Speech & Hearing Center in the nonprofit hub downtown. She looks forward to networking with nonprofit groups and expanding her

personal businesses. “I could talk to them about how a book project could help their organization, especially as an asset for fundraising” she said, referring to The Three Booketeers, which helps people become independent self-published authors through the Amazon Kindle Direct Publishing platform.

The Three Booketeers consists of a development editor, graphic designer and Vo, as the Savvy Social Pro marketer. “I love to collaborate with others and my favorite way is to do book anthology projects, where each person contributes one chapter. I get to help people with their branding and marketing, book launches, podcasts and interviews.”

Throughout all her endeavors, she spreads joy.

Having had a decade long career in staffing and recruiting, Vo felt the need to make a creative change during the somber pandemic. She encountered an online group of Laughter Yoga teachers and trained in the philosophy of using humor to bring levity and lightness to her work. “Doing things with your heart, and being empathetic and joyful, makes a difference,” said Vo, adding that she wears her trademark heart-shaped glasses because she chooses to see the good in other people.

She is also seldom without the capability statement she developed in the Pitch Factory that she considers her ultimate business resume. “The path JWBC led me on was remarkable,” said Vo, who found its relationship-building and resources invaluable. “I’ve stayed in touch with my cohorts and we’ve done business with each other. I am much more involved in the community, too. JWBC allowed me to bring my whole self into my business.”

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