

Business Spotlight

In Asbury Park

Business Owner Named One of the Best Women in Business

By ED SALVAS

Jennifer Schulman, president of Fortune Web Marketing in Asbury Park, has been named one of the Best 50 Women in Business in the Garden State by NJBIZ.com.

Schulman is head of the ten-year-old company that has grown from a two-person web design firm into a major Internet business with a staff of 16 and a suite of offices in the historic Asbury Park Press building on Mattison Avenue. Fortune Web Marketing has a client list extending from the Jersey Shore to California and across the globe, including an office in the Los Angeles area.

Schulman began Fortune Web Marketing with a partner in Jersey City and Lakewood but now runs the business herself and said she always wanted to be in Asbury Park. She had spent a



Jennifer Schulman

decade in Finance at Thomson-Reuters in Manhattan and quit that job to pursue her dream. The company's services include web design, search engine optimization, known as SEO, social media, email and content marketing.

Not only is Schulman one of

the Best 50 Women in Business, she is also one of the busiest. She travels frequently to do consulting, speak at trade shows and meetings and uses the trips in her search for clients, who include some large corporations as well as smaller local businesses like the Asbury Park Historical Society and the upcoming Asbury Park St. Patrick's Day Parade committee. She also writes for various industry and media publications.

Schulman was recently elected president of the Asbury Park Chamber of Commerce and her "to do" list now includes preparing for the 2018 Carousel Awards Gala which this year is being held inside Convention Hall on Fri., May 11 with the theme of "Asbury Forever, paying homage to the past and looking to the future," Schulman said.

Although she grew up in the Atlantic City area, Asbury Park played a big role in her life with her father, Don Stine, president of the Historical Society and owner of Antic Hay Books which was also in the Press Building and she recalls helping him remodel the space. She says it's very special having her own space in the same building. Her sister, Kristen Stine, has joined Fortune Web Marketing as search marketing director.

In announcing its Best 50

Women in Business, NJBIZ said "they were chosen by an independent panel of judges, each of the winners is recognized for their professional success, community involvement and advocacy for women." They will be honored at a reception on March 19 at The Palace in Somerset Park. For Schulman and Fortune Web Marketing, this is the second honor by NJBIZ. The company was named one of the Fastest Growing Businesses in New Jersey in 2015.

PURR-FECT PARTNERS PET GROOMING
"We know your pet is part of the family."

**Erin
Go
Bark!**

Happy St. Patrick's Day!

