

Jenna Caputo

Contributed by Silverpen Productions, LLC



Photo by Louis Torres Photography

All of the articles in **Clifton Park Neighbors** are arranged by our Content Coordinator, Jenna Caputo. In addition to writing our feature stories and working behind the scenes to put together all our community content, Jenna is also a local business owner. You've read her stories; now meet the woman behind the computer!

company blog. We work in both print and digital mediums and offer a fully customized and flexible experience for businesses on a per project basis so they can maximize their budgets and pay for only the services they really need. It's a system that truly works with all budgets!

Where are you from originally?

Latham, NY

What did you like to do growing up?

Read & write, play the piano, sing, theater, and later curled in the youth league at Schenectady Curling Club.

Wait – Curling? Like the thing with the brooms on the Olympics?

Yes! My friends from Canada got me into it and it was so much fun! Everyone should try it!! ☺

What services do you offer?

All forms of business & publication services including content strategy, blogs, websites, brochures, mailers, articles, newsletters, press releases, social media, training materials, copyediting, scripts, creative works, etc.

How did you get into that business?

I've forever been a writer at heart, even from a very young age. After graduating, I joined the workforce for a little while, but I've always been an entrepreneur and wanted to go off on my own and build something I could be proud of while still being able to take care of my family. I quickly realized there was a real need in our area for affordable content services for local businesses. Many of our small community businesses cannot afford a full marketing experience from the larger marketing agencies, and with the new algorithms and "guidelines" from Google, they are suffering because of it. As a small business owner, I know how many hats an entrepreneur needs to wear and unfortunately, we just can't do it all ourselves. I wanted to provide a service that would help businesses to still have an edge with the "big boys" while easing some of these writing-related tasks that many find daunting, allowing them to still present their business in the most professional manner possible. So I created Silverpen Productions with flexibility in mind from the start. A business can come to me

Tell us about your business, Silverpen Productions.

Silverpen Productions offers customized content, as well as design and marketing services for businesses, publications or individuals. We have a bank of experienced professionals to provide whatever services a business may need – from content strategy to creating promotional or internal materials to editing existing materials or even running a



Jenna with bestselling author Jodi Picoult. Photo by Silverpen Productions

with a specific budget and we will figure out how to make it work using only the services they really need.

What is your background/training?

I majored in English with a concentration in Creative Writing at Skidmore College, studying under some incredible, Pulitzer Prize and award-winning mentors. I completed an internship in screenwriting at 20th Century Fox in Hollywood, then experienced the editing field with companies like McGraw-Hill Publishing and Pearson Prentice Hall before focusing my experience locally in the Capital District.

What is your favorite part about your work?

Variety! I get to meet so many interesting people and I love being an involved part of the community.

You have so many facets to your background. What genre do you most enjoy writing?

My true love still resides with creative writing. I love creating new stories and worlds for people to lose themselves in. I especially enjoy writing for children and young adults. That said, I have yet to find something I have not enjoyed. It's always so fun and interesting to learn about all the talented people in our area and it also provides much more satisfaction than I would have expected creating copy for various businesses. To be able to take a business' mission and put that purpose to words has been an exciting and fulfilling challenge every day!

What do you enjoy most about coordinating for Clifton Park Neighbors?

The people! I have learned so many fascinating stories about our community.

What is one thing about you/your work that most people would not know?

I'm also a ballroom dancer. I began my dance career with a swing dance class in college and instantly fell in love! I joined the ballroom dance team and have been performing, teaching, and most importantly, learning, ever since. I also work with many wedding couples helping them to prepare for the big dance. It's so humbling and gratifying to be in a position to help people achieve a specific vision for their special day!

Where do you teach?

I am based at the Saratoga Savoy Center of Dance in Saratoga, but I am also often out in the community teaching workshops, private lessons and community events.

What do you enjoy doing in your spare time?

I still am an avid reader and try to learn something new

whenever I can. Of course I love to dance, but most importantly, I try to squeak out every last second possible with my family. Family always comes first!

What do you love to do in the Capital District?

Attend all the wonderful theater venues and enjoy the fantastic restaurants our area offers! I also love to go out with my husband, daughter, and dog whenever possible to walk the many beautiful trails around. It is my way of resetting for the week ahead.



Photo by Silverpen Productions

Do you have a mantra or favorite quote?

Many! But for this month I'm focusing on the words of Audrey Hepburn – "Nothing is impossible. The word itself says, 'I'm possible.'"

Any advice for aspiring writers?

Read and write as much as possible. Start a blog, reach out to other writers, try to get at least one internship in your field. Also gain experience in marketing and/or business. Even if you go into a creative field, these are skills that you'll still need and they will make you much more appealing to publishers and employers.

Write whatever is in your heart. It may not sell right away, but the important thing is to keep trying because eventually something will click. It's a hard field with a lot of possibilities, so the only way to find your own niche is to just keep experimenting and learning as much as you can along the way. You never reach a point of "knowing it all." There's always room for improvement!

For more information about Silverpen Productions, visit www.silverpenproductions.com. Follow Jenna on FB, Insta & Twitter at @jennacapbooks or @silverpenp. ■



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