



Giovanna Gonzalez

FINANCIAL EDUCATOR | SPEAKER | AUTHOR





About Giovanna

Giovanna "Gigi" González, is a Financial Educator, Influencer, Speaker, Founder of The First Gen Mentor®, and a proud daughter of Mexican immigrants. During The Great Resignation, she quit her 10-year corporate career in financial services to pursue her true passion: teaching financial literacy to young adults.

She teaches personal finance and career navigation for First Gen at universities, ERGs, and other organizations, and on her TikTok account @thefirstgenmentor. She was named Top 25 Creator by Fast Company, 40 under 40 by the Hispanic Alliance for Career Enhancement (HACE), and "Latinx to Watch" by Hispanic Executive Magazine.

She has been featured on dozens of publications including The New York Times, Mitú, and Business Insider.

After three years of sharing actionable tips with over 200,000 followers on social media as the influencer @thefirstgenmentor, Giovanna has released her first book, *Cultura & Cash*, a modern guide to money unapologetically focused on the unique challenges faced by First-Gen Latinas.

AS SEEN IN

The New York Times

BUSINESS
INSIDER

FASTCOMPANY

Bloomberg

yahoo!
finance

Hispanic Executive

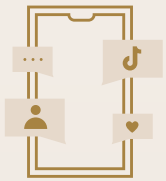
People
EN ESPAÑOL

mitú

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REFINERY29

INDEPENDENT

What's All The Hype?



Edu-taining

I'm passionate about making personal finance fun, engaging, and accessible through entertaining and relatable lessons based on the real-world money challenges myself and my audience has faced. Catch me connecting with my audience of over +195,000 on Tik Tok.



Experienced Financial Educator

I have 4 years of teaching experience as a financial educator. My students have ranged from veterans, to first gen low income students, to first gen corporate professionals.



Former Investment Professional

As a seasoned investment professional, I spent over a decade in investment management and financial services cultivating my expertise. I'm eager to share my professional knowledge with your classroom or organization!



Culturally Relevant

Impactful money education starts with intimately understanding your audience's challenges, desires, and experiences. I'm here to get through to the people who believe that financial literacy isn't for them. That's why I carefully craft informed, culturally-relevant messages that factor in real-world experiences.



Clients Giovanna Serves

- ◆ Employee Resource Groups
- ◆ Financial Institutions
- ◆ Colleges and Universities
- ◆ Government Organizations
- ◆ Latina and Women Non-Profits
- ◆ Conferences & Conventions
- ◆ And more

I'VE SERVED



Areas of Expertise

+ Past Sessions

Hire Gigi For:

Keynotes | Virtual Events |
Workshops | Fireside Chats |
Panel Discussions | Author Chats



→ Financial Education

- Fidelity: Vamos Por Mas, Helping you Reach Your Family Goals
- Palo Alto Networks: Investing 101, How to Build Long Term Wealth
- Veterans Upward Bound: Budgeting Basics, How to Create a Budget You Can Stick To

→ Career Advocacy for Latine Professionals

- TIAA: The Power of Our Latino Voices
- United Latino Students Association: Grades are not Enough, How You Can Thrive as a First Generation Professional

→ Financial Inclusivity

- National Credit Union Administration (NCUA): How Finfluencers are Reaching Minorities and the Unbanked Through Social Media
- The Wisconsin Credit Union League: Beyond Awareness: Actionable Strategies to Reach the Unbanked
- FinCon21: Wealth Building as a First Generation American

→ Building an Online Community

- The Plutus Foundation: Lights, Camera, Action! Using Video to Expand your Reach and Increase Opportunities
- FinCon's Women & Money: Embracing Strengths and Overcoming Barriers: a Conversation about Women and Money

→ Influencer Marketing

- Hispanic Marketing Council: Unleashing the Power of Influencers
- FinCon 2022: Navigating Brand Partnerships on Social Media

→ Entrepreneurship & Small Business

- 103.5 Kiss FM: Taking Up Space, Entrepreneurship and Philanthropy
- EverBoss and Mujeron Movement: Women's Empowerment Brunch

Testimonials



"GiGi is modelling excellence empowering communities by giving back delivering valuable financial advice authentically, relatably and practically."

**KIMBERLY BEDEAU, US DE&I
HELLO FRESH**

S E N S I S

"Working with Giovanna Gonzalez as a panelist for an influencer focused conversation at the Hispanic Marketing Council Annual Summit in New York was a dream! She was so professional, knowledgeable, personable, and interactive with the other panelists and me as the moderator. From the initial outreach process to execution, she was very responsive and insightful in terms of providing feedback on the flow of the panel. In addition, she organically integrated herself into the conversation and the flow with the other panelists was very seamless. Her stage presence is known and the way she carries herself in front of an audience is as if she was born for this. Thank you for being such a great panelist to work with! Hoping something else comes up in the future so we can make it happen again!"

**LAURA GUERRERO, DIRECTOR OF CONTENT & INFLUENCER MARKETING,
AT SENSIS**



"GiGi presented an investing workshop for our ERG's that was easy to understand and helped answer so many questions and gave tons of resources. She was professional, personable and very authentic. Our groups have been buzzing about the topic since the workshop and have given great feedback."

**STEPHANIE CARLOS, PALO ALTO NETWORKS,
JUNTOS LATINX EMPLOYEE NETWORK**



"GiGi was kind enough to provide our McNair scholars with her financial advice across three guest speaker events throughout the summer. Our scholars are first-generation, income-eligible, and underrepresented undergraduate students from Boston applying to PhD programs. GiGi's shared her own personal experiences and provided academic and financial advice for our students to succeed in graduate school and beyond. Her lessons assist our students with financial planning. Our students have also told us that they trust GiGi's warmth and professional nature. We will be asking GiGi to join us in the future to assist our next cohort. She is a true friend of our program and we are grateful to have that friendship."

**DR. JARVIS CHEN, MCNAIR SCHOLARS DIRECTOR
AT SUFFOLK UNIVERSITY**

The Book: Cultura & Cash



Cultura & Cash is a practical and jargon-free money guide to help First Gen Latinas tackle their finances. This book teaches actionable money principles anyone can use to slay their debt, build generational wealth, and help take care of those they love. Through personal stories and well-researched financial information, Gonzalez aims to bridge the gap for those who find themselves navigating the complexities of finance without a blueprint. Cultura & Cash is a culturally relevant money book that covers:

- ◆ How the First Gen starting line is different than our peers and what we can do to catch up and and take charge of our financial journey.
- ◆ How our cultura shapes our money experience, and how to unlearn immigrant money habits that keep us broke.
- ◆ How to confidently manage your money by implementing my First Gen Five framework, with a focus on peace of mind funds, budgeting, debt repayment, credit building, and long-term investing.
- ◆ How to factor financial support for family, how to set financial boundaries with loved ones, and how to prepare to help your parents with retirement.

Interested in placing a bulk order for your group?
Please visit: www.porchlightbooks.com

Advanced Praise for Cultura & Cash

“Gigi's Cultura & Cash is a game-changer for first-gen Latinas like me. It's like having a trusted friend by your side, guiding you through the maze of finances with cultural understanding. If you're ready to unlock your financial potential while embracing your heritage, this book is your key!”

- Marivette Navarrete

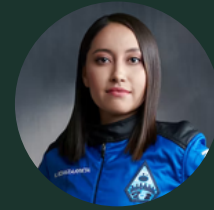
FOUNDER OF
THE MUJERISTA



“As a first gen Latina that has been able to break out of generational cycles, one of the biggest relationships I needed to fix was my relationship with money. In this book, Gigi provides readers with a much-needed perspective on starting and maintaining generational wealth while understanding cultural implications one doesn't usually find in traditional financial education content.”

- Katya Echazarreta

ACTIVIST AND FIRST
MEXICAN-BORN
WOMAN IN SPACE



“Cultura & Cash helps our first-generation comunidad understand how culture shapes our current mind-set with money along with the tangible ways to shift towards a more positive and impactful relationship con dinero! Thank you, Gigi, for helping Latinos build wealth.”

- Patricia Mota

PRESIDENT & CEO
HISPANIC ALLIANCE FOR
CAREER ENHANCEMENT,
CO-FOUNDER OF SHENIX®



“Cultura & Cash will change the game for first gen young people seeking to transform generational cycles of financial insecurity into financial freedom. Financial trauma is a visceral part of the first gen experience and Gigi has written a book that is empowering, unflinching, and long overdue.”

- Alejandra Campoverdi

NATIONAL BEST-SELLING
AUTHOR OF FIRST GEN:
A MEMOIR



Ready to *book* Gigi?

➔ Inquire Now

➔ Website

