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FOR IMMEDIATE RELEASE

ANNACOLIBRI Celebrates One Year of Tech Savvy Coaching for Women and Tech Market

San Francisco, California (February 21, 2013) -- Women seeking relevant skills for traditional jobs or self-employment have a resource in ANNACOLIBRI, a coaching and internet marketing company that teaches women the computer skills and tech savvy needed for professional success in today's workforce. Services include:

- Technology coaching and training for personal and professional projects
- Website installations and social media hookups
- Integrated marketing communications plans

Clients choose how tech savvy and independent they want to be. Coaching sessions are offered online, by telephone and in person and range from a do-it-yourself model to a full service, turnkey model. "Women set the pace for what they want to know and when. It's all about empowerment," said Anna Yaya Kelleher, founder of ANNACOLIBRI.

"A year in business has shown me that women, especially single moms, newly divorced women and women returning to the workforce after time off for children, want financially viable, autonomous and flexible lifestyles so they can care for themselves and their families. Tech skills really help deliver that type of lifestyle," adds Kelleher.

Newly divorced women are finding that while new skill sets are in demand, average alimony payments have decreased and women are trailing in the science, technology, engineering and mathematics (STEM) professions most likely to lead them to a quick post divorce financial recovery.

The most vibrant parts of the US economy require tech savvy skills, including photo editing, videography, content management systems like WordPress, HTML and programming languages, online marketing knowledge and skills such as search engine optimization (SEO) and analytics.

"Learning and implementing new skills can be daunting, especially during a major life transition like divorce. Tech savvy coaching addresses the mind-body-spirit aspects of learning tech and adapting to an economy marked by constant change," adds Kelleher. "Women love finding out just how capable they are."

A divorced single mother of two boys and solopreneur, Kelleher speaks from experience. "This work is rewarding. I have done the heavy lifting of learning entrepreneurship, tech savvy and online marketing and now I get to share my expertise with brilliant and independent women who need information delivered in a language they can understand."

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