



**Amanda Masiello, owner**

Pop Cut  
403 Harbor Road  
Erie, PA  
Erie County

**Industry:**

Laser Engraved and Custom  
Products

**Year Founded:**

2020

**Consultant:** Jacob Jones

**SBDC Assistance:**

Marketing assistance,  
financial projections,  
forecasting, market research,  
sales and lead assistance

**Gannon University SBDC**

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## POP CUT:

### Making Erie A Cut Above the Rest

What makes a product special for the average person? It can be a rare item with a high value or even something that has a high emotional value to a person. Amanda Masiello has spent her career making the unique and one of kind real for thousands of people. Her drive to bring high quality, unique, but affordable items to a larger market inspired her to start Pop Cut.

Pop Cut was formed in late 2019 after Amanda and her husband Edward moved to Erie from the Boston area. Both worked in product and graphic design for nearly two decades before starting their own company. Shortly after moving to Erie they sought the assistance of the Gannon University Small Business Development Center to grow their business. After connecting with Jacob Jones, Business Consultant, Pop Cut found a valuable resource to fuel their journey to growth.

Jacob and the Gannon University Small Business Development Center were able to provide marketing assistance, financial projections, forecasting, market research, sales and lead assistance. Amanda and Edward said of their first meeting, “The SBDC has really good insights to help us build our business and brand!”

Approaching their one-year anniversary of Pop Cut, Amanda has not stopped growing the business and has consulted with the Gannon University SBDC multiple times over that time to help find resources and expertise. As sales grow and their products lines increase, they are seeking to work with local suppliers and businesses to ensure Erie can grow with them.

Check out their online stores below to see their products and keep up to date on a growing business in Erie’s backyard.

- [Etsy.com/shop/shopPOPCUT](https://www.etsy.com/shop/shopPOPCUT)
- <https://www.instagram.com/shoppopcut/>
- <https://www.facebook.com/shopPOPCUT>