



## Media Kit

Hollie Clere - Author | Social Media Guru | Trainer | Speaker

### Speaking Engagements:

- Topic: Importance of Social Media for Technology Professionals  
Host: Telecom Association of Colorado
- Topic: Understanding Social Media  
Host: Mile High BNI
- Topic: Social Media Branding  
Host: Mile High BNI
- Topic: Social Media Content Management  
Host: Mile High BNI
- Topic: Social Media for Financial Planners  
Host: Mountain High Financial
- Topic: Understanding Social Media for Online Marketing  
Host: Virtually With You
- Topic: Introduction to Social Media for SharePoint Consultants  
Host: Women In SharePoint - Colorado
- Topic: Importance of Social Media for Small Business Owners  
Host: Small Business Christian Networking Group
- Topic: Social Media Round Table - Train the Trainers  
Host: Integrated Alliances
- Topic: Social Media Round Table - Ask the Expert - Channel Partner Conference, Las Vegas, NV  
Host: Channel Partner Expo
- Topic: Importance of Social Media for Small Business Owners  
Host: Women In Business Networking Group Centennial

### Publications:

- Title: Social Media in Telecommunications  
2011 ISBN: 978-0-557-43768-9
- Title: Social Media for Business Professionals  
2011 ISBN: 978-0-557-53056-4
- Title: The Three Things you MUST Do in each Social Media Platform for Marketing  
2013 EBOOK

### Contact Information:

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#### **Profile:**

<http://www.linkedin.com/clerecomm>

#### **Social Media Links:**

LinkedIn: <http://www.linkedin.com/company/the-social-media-advisor>  
Twitter: <http://twitter.com/thesocialpro>  
Facebook: <http://www.facebook.com/thesocialpro>  
Google+: <http://plus.google.com/+ThesocialproNet>  
Pinterest: <http://www.pinterest.com/socialadvisor/>

### Bio:

Small business owners for 11+ years, finding ways to market their niche to a specific industry made for an interesting adventure. With the launch of social media, Hollie and her husband quickly found ways to connect with, stay in contact with and maintain relationships with potential and existing clients. The focus of the team is education, brand building, social content marketing and business building for their clients with customized programs for any business. Hollie & Jeremy have extensive experience with LinkedIn, Facebook, HootSuite, Google+, Pinterest, YouTube and Twitter; with specific focus on Individual Profiles, Company Profiles, Fan Pages, Groups, Events and Advanced Social Networking strategies. Their ultimate goal is to help each company achieve success with social media. Core focus:

**Ownership - Accountability - Education**