

DEBORAH SHANE

BRANDING STRATEGIST ♦ Marketing Platform IMPLEMENTATION PROGRESSIVE CATALYST Enabling Clients to Develop Distinct Marketplace Presence

- **Innovative branding and strategic marketing leader** with 15+ years of experience formulating high-impact branding strategies that boost market presence and generate measureable results for small business, entrepreneurs and business professionals.
- **Dynamic and engaging marketing strategist with big picture vision** and ability to articulate authentic core branding elements in relevant and creative solutions.
- **Recognized national presence** as insightful author, interactive media host, inspirational speaker, process-oriented consultant, and internationally-published blogger/writer on sales, business, branding, social media, and trends.

CAREER EXPERTISE:

Personal Brand / Branding

Integrated Media Marketing

Social Media Strategy

Media Platform Implementation

Career Transition Process

Career Development Strategies

Marketing Platform Development

Sales Strategy

Content Topic Creation

Blog Writing and Development

Copy Writing

Community / Event Coordination

NOTABLE ACHIEVEMENTS

★ Identified as one of Top 25 Career/Business Women Bloggers By Blogger (2011)

★ Ranked as one of Top 200 Most Fearless Women Online and in Social Media (2011)

★ **Speaker**, Tory Johnson's Spark and Hustle (Orlando and Atlanta) (2011)

★ **Presenter**, Blogger.com Annual Conference –San Diego, SD (2011)

***Workshop Presenter**, New York XPO for Small Business – New York, NY (2011)

★ **Winner**, Clear Channel President's Club Sales Award (2004–2005)

BRANDING LEADERSHIP

DeborahShane.com – Miami / Ft. Lauderdale, FL

Branding Strategist / Integrated Social Media Marketing Consultant, Speaker, Writer, 2/2007–current

Launched training and consulting firm addressing growing gap between existing skills of small business and working professionals with the rapid evolution of media and technology. Assist individual clientele in upgrading professional career assets in order to facilitate easier navigation through external changes in rapidly shifting business climates. Empower small businesses and professionals by defining their brands and developing customized branding strategies highlighting unique value propositions within target markets.

Representative Client Projects:

Real Estate Attorney

Worked with female lawyer just launching practice to help differentiate herself from family who was prominent in legal field; provided consulting on how to develop personal brand within community. Identified client's career assets and developed personalized tactics to build self confidence including formulating step-by-step relationship-building plan to create separate brand identity. Enabled client to develop leadership profile within local chamber of commerce through select involvement activities which boosted presence and by working one-on-one to develop networking skills.

Foreclosure Attorney

Helped established attorney market practice more aggressively by developing recommendations on enhanced presence on key social media channels. Created new client brand while navigating through compliance issues to achieve marketing objectives. Positioned client as subject matter expert in field by identifying methodologies that underscored resourcefulness strategy; directed client to lead marketing efforts by developing helpful links and writing articles to target audiences. Boosted customer inquiries 25% and increased bookings for client by developing unique brand strategy encompassing email marketing, Facebook, and LinkedIn.

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Public Speaking and Presentation Skills Trainer

Realigned professional training and speaking client logo, website, and social media platforms to more accurately represent services offered. Delivered rebranding guidance to company by bringing core branding elements of client professionalism and image. Revitalized and redesigned client website from static, stale and text-driven approach to be dynamic and representative of client vibe, energy, and impact with audience. Re-wrote website copy and included more compelling visuals which provided better connection between end users and company. Directed trainer to carefully cultivate personal brand through blogging and strategic addition of key LinkedIn connections and recommendations.

Hair Salon

Launched well-established salon onto social media platforms to boost online engagement with customer base and to attract attention of potential clients. Enticed new customers to interact with client by encouraging fashion and beauty tip posts on social media channels such as Facebook and Twitter. Increased client sales 10% despite negative economic climate by outlining on-brand contest and giveaways that marketed company products and services with contests and giveaways. Established company community relations program which kept client in public eye as philanthropic leader.

Non Profit Organization

Persuaded leadership to upgrade website to more accurately reflect current spirit and mission statement of organization. Spearheaded complete website overhaul which changed organizational look and feel through more compelling copy and audience engagement; boosted inbound donations and volunteering inquiries through emotionally effective visuals and layout. Increased donations by 5% and engineered 25% increase in site traffic by launching e-mail marketing campaign using professional vendor while integrating design developed by non-profit executive.

Jewelry Store

Increased very well-established client image and brand awareness by establishing guidelines that enabled business to maintain visible presence within community. Recommended that client attend local chamber activities and promotions on regular basis or send representatives on their behalf for consistency purposes. Facilitated higher customer traffic levels for client by recommending participation in key community events and by supporting non-profits in order to build community goodwill through product giveaways as fundraisers.

Clear Channel – Miami, FL

Regional Sales Manager, 1998–2006

Consulted with station clients to ensure that copy accurately represented their business mission in advertisements; ensured consistent customer branding presence by writing copy, deciding on key advertising choices, developing distinct on air branding for political candidates. Skyrocketed company revenue growth from 0-\$150,000 within 6 years within previously untapped political market.

EDUCATION

University of Florida-Gainesville/Florida Atlantic University – Boca Raton, FL
Bachelor of Arts in English/Florida Teaching Certification (K-12)

Professional development:

Attendee, Florida Public Relations Association PR University – Ft. Myers, FL (2009, 2010)

Attendee, Blog World Expo – Las Vegas, NV (2010)

Attendee, Tory Johnson's Spark and Hustle Conference – Atlanta, GA (2010)

Attendee, American Society of Training and Development social media education programs (2008, 2009)

PROFESSIONAL AND CIVIC AFFILIATIONS

Member, Miami Beach Chamber of Commerce (2010–current)

Member, Social Media Club of South Florida (2010–current)

Member, Greater Ft Myers Chamber of Commerce (2007–2010)

Member, Bonita Springs Area Chamber (2008–2010)

Member, Florida Public Relations Association (2008–2010)

Branding and Marketing Volunteer, Special Equestrians – (2009-2010)