

# **Aerin Guy**

## **Mission Control at SpaceRace Consulting**

Toronto, Canada Area, ON, CA

Digital Strategy for Progressive People and Organizations

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## **Biography**

Aerin Guy is a marketing consultant and digital strategist experienced in publishing, public relations, web development, and e-marketing. Aerin specializes in helping people and organizations launch great ideas through rigorous market research, extensive campaign planning, and engaging execution. Aerin specializes in communications services encompassing a variety of engaging on and offline formats. She has built and managed several successful online communities, including living examples for products, resources, and services. She believes in the creation of great content worth sharing - content that catches attention, brings value, inspires change, and enables learning. Aerin is committed to creating engaging experiences for audiences and stakeholders at all levels, whether through social media strategy, web development, e-course content creation, or public relations practices. Aerin Guy is a sought-after public speaker, workshop leader, and consultant with a knack for sharing and implementing great ideas. Her company, SpaceRace, provides website design and development, social media execution, and strategic marketing and communications planning for progressive people and organizations. Aerin is a certified e-marketer through the Canadian Marketing Association - the only such credential available to Social Media practitioners in Canada. You can learn more about Aerin Guy at [www.gospacerace.com](http://www.gospacerace.com). Follow her on Twitter: <http://twitter.com/aeringuy>

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## **Availability**

Keynote, Panelist, Workshop, Corporate Training

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## **Industry Expertise**

Social Media, Education/Learning

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## **Areas of Expertise**

Editorial Strategy, Copywriting, SEO, Social Media Marketing, Social Media Development

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## **Affiliations**

Contributor: VoicEd.ca Member: The Community Roundtable Member: NTEN Presenter: Net Tuesday: Online Project Management Panelist: MOSO: Canada's Mobile Social Conference -Social Media in the Enterprise Presenter -MOSO: Canada's Mobile Social Conferen

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## **Education**

**The University of Calgary**  
BA Humanities & Social Sciences (English and Political Science)

**ABCI**

**Canadian Marketing Association**  
Certificate in E-Marketing Digital marketing

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