

Anita Windisman

Co-Founder at Blue Square Collective (ex-LinkedIn)

Toronto, ON, CA

When it comes to utilizing LinkedIn for lead generation and prospecting, this former LinkedIn'er is your expert.

Biography

Anita Windisman is the President of One of a Kind Marketing. She has over 18 years of experience in sales and marketing, with the last 14 focused in the online sector - and has worked with and for major corporations as, Quebecor World, Toronto Hydro and Royal LePage Levi Strauss Canada. An avid blogger and Tweeter, Anita holds an MBA from the Rotman School of Management, University of Toronto and is the author of the book *Business Lessons I Learned from Barbie*. Why a book about Barbie? A role model for every successful modern woman, Barbie dares to dream big. She can do anything, and shows that with passion and determination you can do anything too! She is an inspiration because she has a vast network of friends and contacts alike, and loves what she does. In my career as a digital marketer and strategist, I have always been passionate about embracing new technology. On the personal side, I'm a great connector and giver who enjoys networking, meeting new people and cultivating relationships. What better way then, to combine my two great interests - networking and the internet ? by training business professionals on how to use LinkedIn. Why LinkedIn? For the past few years, I have been offering friends and work colleagues advice about how they can improve their LinkedIn profile and use it for business. One colleague I was training on LinkedIn told me that she got so much out of our sessions that I should offer it as a service. From the time she said that, to the time I booked my first LinkedIn training client was 3 weeks ? proving to me that there is a need for LinkedIn training! I now specialize in providing LinkedIn training for business professionals who seek to grow their practices or customer base using online tools. Whether you are a business professional such as an accountant, lawyer, engineer, marketer, senior executive, or if you are in a business development role, I can definitely show you how you can master LinkedIn for business success. I am now the "go-to" LinkedIn expert among my peers and clients. Just a few of the labels I have been called by colleagues and customers alike are: The LinkedIn Expert, LinkedIn Guru, The LinkedIn Lady, and The Networking Ninja, to name a few. If you are serious about learning how to use LinkedIn to grow your professional practice or customer base, do feel free to reach out to tell me about your business development needs.

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC

Industry Expertise

Media - Online, Direct Marketing, Social Media, Advertising/Marketing, Corporate Training, Public Relations and Communications, Writing and Editing, Business Services, Training and Development

Areas of Expertise

LinkedIn Training, LinkedIn Strategy, LinkedIn Consulting, Social Media Marketing, Online Branding, Social Media Strategies, Sales Training On Social Media Tools, Social Media and Marketing Execution, Business Development and Social Media

Sample Talks

How to Optimize Your LinkedIn Presence: For yourself and your company

With over 135 million members in 200 countries, LinkedIn is the largest network for business professionals. Are you on LinkedIn but not getting the most out of it? Want to know how to best complete your personal profile? Are you missing some of the latest features that LinkedIn offers? In this hands-on workshop in a computer lab, you will be shown how to optimize your LinkedIn presence for yourself and your company.

Social Media Marketing

Do you want to take advantage of social media, but don't know how. Now is the time to start interacting with your customers and prospects online. You'll find out marketing fundamentals including online trends, language and definitions, along with how to use the top social media tools for branding, lead generation, prospecting, and business building.

How to Leverage LinkedIn to Grow Your Business or Consulting Practice

Are you a small business owner, consultant, entrepreneur or freelancer? Do you want to take advantage of social media but don't know how? Let LinkedIn be the starting point that enables you to establish a presence for both yourself and your company. Attendees will learn how to leverage LinkedIn to showcase their own expertise as well as how to use it to promote their business.

Event Appearances

How to Leverage LinkedIn as a B2B Marketing Platform

Toronto B2B Marketers Event Series

How to Optimize Your LinkedIn Presence for Yourself and Your Company

International Customer Service Association Event Workshop

Social Media for Printers

Canadian Printing Industries Sector Council 5th Annual Forum

Social Media Marketing for Printers

Print World 2010

E-Publishing, E-Books, E-Reading-The E-as-y Guide for readers and Writers

The Word on the Street Festival

Look at Me! Look at Me! ? How to use the Social Media to Market your Work

The Word on the Street Festival

How to Optimize Your LinkedIn Presence: For yourself and your company
International Customer Service Association of Canada Event Series

How to Leverage LinkedIn to Grow Your Business or Consulting Practice
MicroSkills Event Series

Create a LinkedIn Profile That Shows You at Your Best
International Association of Business Communicators/Toronto Chapter Event Series

Education

University of Toronto Rotman School of Management
MBA

Accomplishments

President - One of a Kind Marketing

At One of a Kind Marketing, our focus is on building business through relationships ? one at a time. We provide LinkedIn training and coaching for business professionals and corporations ? showing them how they can strategically leverage this social media tool to increase their online visibility and grow their professional practice or customer base.

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