

# **Cheryl Lawson**

**Social Media Marketing Professor at Party Aficionado, LLC**

Tulsa, Oklahoma Area, OK, US

Social Marketing Specialists

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## **Biography**

Cheryl Lawson is a highly sought after speaker, educator, event, and social marketing specialist. Cheryl is the founder of Party Aficionado, a self published Children's book author and the founder of Social Media Tulsa and @SMTULSA Conference. I remember my high school band director telling my parents that I had the gift of gab. It has taken a long time for that gift to be rewarded financially. I love to talk and share tips on Social Media, Event Marketing, and Internet and Mobile marketing strategies. Let's talk about how my gift can help you.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

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## **Industry Expertise**

Advertising/Marketing, Social Media, Events Services

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## **Areas of Expertise**

Social Media, Solomo, Social Marketing for Business/Non-Profit/Government Agencies

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## **Affiliations**

Founder Social Media Tulsa, CEO Party Aficionado

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## **Sample Talks**

### **Social Media for Business / Non-Profit / Government Entities**

The basics of social media customized for your business or organization. In this talk, Cheryl will show you how to use the social web as a research tool to first locate and listen to your customers or potential customers, then how to decide which social networks to use to engage them. Cheryl will also cover ways to manage time and how to find your voice.

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## **Event Appearances**

### **Who Let the Dogs out: Social Media for Pet Related Businesses**

Social Media Tulsa Conference 2012

**Social Media 101**  
BarkWorldExpo

**What Big Businesses Can Learn From Small Biz Owners**  
Vocus Users Conference

**Social Media for Non-Profits**  
Teen Pregnancy Coalition

**How to use Twitter**  
Social Media Tulsa Conference 2013

**Social Media for Events**  
Natural Balance Regional Meeting

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## **Education**

**Nova Southeastern University**  
MBA Marketing

**Southern University and Agricultural and Mechanical College at Baton Rouge**  
B.S Marketing

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## **Accomplishments**

### **Founded Social Media Tulsa Conference**

Now in it's third year, Cheryl has successfully organized the social media conference in Tulsa, OK. As organizer and speaker, Cheryl understands the needs of event organizers.

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## **Testimonials**

### **Katy Hall**

?Cheryl was a guest presenter for Tulsa Young Professional's LED (Leadership, Education, Development) series. Her knowledge on social media and networking is unmatched. Her presentation was informative and entertaining. I highly recommend her for any company or individual that needs to strategize an online social presence. She is a natural teacher with the ability engage and entertain while educating.?

### **Heather Philbin**

Cheryl was a panelist at the 2011 Vocus Users Conference presenting on the lessons small businesses can teach large corporations. She delivered an incredibility insightful and entertaining session. Cheryl is personable, strong and smart, and gave the audience the details they needed to succeed in small business and social media. And a bonus ? her laugh is infectious.??

**Rick Rockhill**

Cheryl Lawson is an inspirational individual who brings 110% to the table. Her passion for life, upbeat personality and creative mind make her an asset to any organization. Cheryl brings clarity to complex concepts?from understanding social media networking, event planning, personal branding or motivating others. She has a knack of making participants feel at ease, with tremendous connectivity and yet very genuine. Cheryl was the a featured guest speaker and trainer for my national sales meeting. Prior to her presentation, more than half of the group had little to no knowledge of the topic she covered?but by the end of the day Cheryl had inspired every person with the confidence to engage and utilize the skills she provided that day.

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