

# **Dawn Raquel Jensen, EBMA**

**Founder at Virtual Options Coaching & Training**

Deleon Springs, FL, US

Social Media Speaker | Fractional CXO/CMO | Professor | Entrepreneurial Marketing Coach & Trainer for High-Performers & Leadership Teams

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## **Biography**

Dawn Raquel Jensen, EMBA, is an international social media speaker and business marketing trainer, merging social media, digital marketing, technology training, and business strategy together. As an embedded CMO/CXO to organizations, leadership teams, and first-stage businesses, Dawn provides coaching and deep-dive advisory to build out strategic marketing for successful entrepreneurs and high-performing teams. She founded Virtual Options in 2008 training and advising organizations on how to build influence and impact for and in the communities they serve. Dawn serves as marketing trainer and business coach for the University of Central Florida's Business Incubation Program. She is an adjunct professor and board member for Seminole State College's Entrepreneurship/Social Media Advisory Board. Dawn has been featured on CBS radio, a member of the Forbes Coaches Council, and a contributing writer to Medium. Academic establishments such as: Stetson University, Rollins College, University of Central Florida, Barry University, have hosted Dawn as a guest trainer for their faculty and staff. She has spoken at some of the nation's most prominent organizations including: Stetson Law Library, Girls Scouts of America, Banco Popular, Le Cordon Bleu Culinary Institute, Disney, SCORE, and the National Association of Women Business Owners. Education: Dawn served eight years in the US Navy Reserve as a public affairs specialist and journalist, covering military, national, and world events in the United States and Europe. Dawn received her bachelor's degree from the University of Central Florida and received her Executive MBA from Quantic School of Business and Technology.

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## **Availability**

Keynote, Panelist, Workshop, Corporate Training

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## **Industry Expertise**

Education/Learning, Corporate Training, Media - Online, Professional Training and Coaching, Social Media

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## **Areas of Expertise**

Vip Social Media, Social Media Branding - Creating Platforms, Social Curation & Content Creation, Creating Social Media Presence, Platforms

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## **Affiliations**

Women Speaker's Association, Global Speakers Federation

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## **Sample Talks**

### **Social Media Toolkit: Managing Clients & Your Business**

Learn the Seven Essential Social Network Resources that enhance and support your business and your clients? bottom line and how to generate more exposure. It?s much more than just Facebook, LinkedIn, You Tube, Pinterest, and Twitter. Get specific examples. Learn what is necessary to remain successful and engaged on your current Social networks to manage, market, and monitor what?s being said about your clients, their business and their brand.

### **Social Media Marketing for Business**

More people check Facebook each day than listen to the radio or read a newspaper. If you aren't harnessing the power of social media you are missing out on a tremendous opportunity. Many businesses jump into social media without a clear path to success or an evaluation of all of the alternatives. Learn how to approach social media strategically, best practices and case studies that will put you on the path to success. Success in social media isn't as easy as it used to be - with an average perso

### **Leveraging Social Media To Build Your Business**

You know that Facebook, LinkedIn, Pinterest and other social media outlets are becoming critical marketing tools, but do you have the time and expertise to do it right? Take a deep breath, because finally you have an opportunity to learn about a practical method for making social media work for you.

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## **Event Appearances**

### **New, Hot & Sexy : Leveraging Your LinkedIn Profile for Business**

CVAC - Canadian Virtual Assistant Connection

### **Social Media Branding - Creating Platforms, Influence, & Profits**

INA Convention

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OIVAC Convention

### **Social Media Workshop Series**

SCORE - National Entrepreneur Center

### **Getting Started with Social Media**

NEFLIN

### **New Technology in Social Media**

NEFLIN

**Social Media Toolkit**  
IAAP Educational Conference

**Social Media: Building Posts, Pages, & Platforms**  
Douglas Laboratories Annual Meeting

**Get LinkedIn: Tips, Strategies, & Tactics**  
Working Women of Central Florida

**Online Reputation - Protecting Your Personal Brand**  
International Association of Administrative Professionals

**Social Media & the Entrepreneur**  
TechFest 2012

**Advanced Social Media: Tools, Platforms, and Social Media Presence to Build Revenue**  
CEO Roundtable

**Social Media Firestarter: Tools, Platforms, and Social Media Presence to Build Revenue**  
International Association of Administrative Professionals Educational Conference

**Digital Marketing Toolbox**  
Online International Virtual Assistants Association Convention

**Fun with New Technology: Virtual Reality and QR Codes**  
Celebrity Life: Beyond the Podium

**Social Media Made Easy: Explanations and Explorations**  
Celebrity Life - Beyond the Podium

**Blogging for Beginners**  
Celebrity Life - Beyond the Podium

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## **Education**

**University of Central Florida**  
Bachelor of Arts Journalism

**Defense Information School**  
Diploma Public Affairs | Journalism | Photography

**Quantic School of Information & Technology**  
EMBA Business

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## **Accomplishments**

### **Business Advisory Board Member**

Part of 15-member board that convenes to support, consult, and provide counsel to Seminole County Schools and Seminole County School leadership.

### **Oviedo Historical Society Board Member**

Board member-at-large to the Oviedo, Florida historical society charged with creating awareness campaigns through social media and networks about the society, its history, and preserving the artifacts and stories of the community.

### **Entrepreneurship & Social Media Advisory Board**

The Advisory Board is a group of professionals with a diverse range of knowledge, backgrounds, and abilities which support the Seminole State College's Center for Business, Legal and Entrepreneurship in creating and maintaining timely and relevant curricular and co-curricular programs that aim to accelerate entrepreneurship education at Seminole State College and encourage the development of an entrepreneurial mindset among all students.

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## **Testimonials**

### **John Tasse**

"I have used Dawn to create and instruct a unique 3 session Social Media workshop for SCORE clients. Seven workshops were completed in 2011 with outstanding attendee satisfaction. Dawn keeps the material current and is an excellent trainer. Dawn also helped SCORE develop its own Social Media network which was created and recently implemented on schedule. She is a Social Media expert and easy to work with."

### **Jo Rogers**

"Dawn is an expert on Social Media. She is generous with her time and knowledge. I have recommended her to other businesses. She is contentious and has a strong desire to help others. I would recommend Dawn highly as a Social Media consultant."

### **Mike Barnes**

"Dawn is one of the most "in tune" Social Media coaches I have listened to and feel fortunate to have opportunities to work with her at several events including <http://www.getknown2011.com>. She showed that she really knows her stuff! Updates and new features that were added to sites like LinkedIn just hours before the event, she already was aware of them and shared them with our students. She has Social Communication and Social Media Marketing down to a science and is familiar with a plethora of social sites and how to use them. Best of all, Dawn shares that information in a way that anyone, regardless of their online experience, can understand it. If you need help with any Social Media campaign on any Social Media site, you will find it di

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