

Debbie Horovitch

Social Media Concierge, founder at Social Sparkle & Shine

Toronto, Canada Area, ON, CA

Social Media Concierge: Strategy, SEO Content, Community & Reputation Management. Social media for special events, launches & galas.

Biography

Everyone needs a little help with social media from time to time. It's all about community, and we're here on your side ? reach out to us anytime you need help with brainstorming, strategizing or if you just need a short-term or part-time manager to get it done for you. Social Sparkle & Shine is a social media agency, providing clients with the social media services, professional contacts and media campaigns they need. Career Highlights: 2011 - Keynote speaker: mobiZONE Canada agency launch event at Fairmont Royal York - Guest Lecturer: ?Social Media Marketing?, University of Toronto V6 - Panel Moderator: American Marketing Association Social Media Sig Event - Toronto Star / Speak Your Mind Election community blogger - Princess Margaret Hospital Foundation Firefighter Calendar guest judge - Speaker: Social Media Marketing for Business, for Hong Kong Canada Business Association - NXNEi Liveblogging event team, #2 event Tweeter midway through NXNEi volunteering - Guest Lecturer: ?Social Media Marketing?, U of T V5 - PodCamp Toronto Session: "Making The Most of Your (Tiny!) Facebook Ad Budget" <http://2011.podcamptoronto.com/> - Social Media Week Toronto #2 Worldwide Tweeter 2010 - Guest Lecturer: ?Social Media Marketing?, U of T V4 - USF Masters Certificate in Internet Marketing courses - Guest Lecturer: ?Social Media Marketing?, U of T V3 - Speaker: ?Social Media for Career Development?, networking group - Guest Lecturer: ?Social Media Marketing?, U of T V2 - Speaker: ?Tweeting Your Way To Success? 2009 - Speaker: ?Google & Your Reputation Management? - Guest Lecturer: ?Social Media Marketing?, University of Toronto V1 2007 - Visa Grocery credited as ?Using Eyes-on-the-Prize Tactics? 2004 - Winner: ?Best Use of Newspaper? Rogers Cup 2001 - International media purchase management targeting IOC members, representing the Toronto 2008 Olympic bid 1997 - Direct regular client contact with current Canadian Prime Minister Stephen Harper, representing NCC

Availability

Author Appearance

Industry Expertise

Media - Online, Advertising/Marketing, Social Media

Areas of Expertise

Social Media Marketing, Social Media Outreach, Social Media Development, Public Speaking, Teaching/Mentoring

Affiliations

Education

University of San Francisco

Masters Certificate Integrated Online Strategies

Humber College

Diploma Awarded Advertising Media-Sales Program

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