

Jeff Zelaya

Public Speaker at Best Public Speaker

Washington D.C. Metro Area, FL, US

Digital Marketing Executive & Public Speaker

Biography

Jeff Zelaya is a sought after Digital Marketing Executive and one of the most recommended Marketing Consultants and Public Speakers on LinkedIn. Jeff's consulted thousands of individuals and organizations on how they can leverage online marketing (Affiliate, SEO, PPC, Social Media, Display, Email, Lead Generation and Data Acquisition) to reach their goals. Jeff advises Senior Marketing Executives at Fortune 1000 companies how to drive incremental revenue through unique digital marketing campaigns, tactics and strategies. Jeff Zelaya has also conducted marketing workshops for the American Marketing Association, Florida International University, ADP, Chevrolet, USDA and Career Partners International to name a few. As a marketing consultant his advice and strategies have helped companies: ? Increase Leads and Lead Quality ? Improve Conversion Rates through Optimization ? Increase Traffic to Website ? Increase Brand Awareness, Brand Stickiness and Brand Loyalty ? Rank Higher on Search Engines for Targeted Keywords ? Optimize PPC Campaigns to drive down CPCs and Increase Conversions ? Drive a Measurable ROI from Social Media ? Increase revenue, sales, profit and EBITDA When he is not busy with work most of his time is occupied with volunteer projects and self-development. He leads a volunteer group of about 30 people that regularly visit the Broward Outreach Center to serve meals to the homeless. He also runs a monthly newsletter that shares with the local South Florida community upcoming community service events and volunteer opportunities. Jeff currently sits on the Alumni Board of Florida International University and Broward College. He's a proud FIU Business Graduate and a Life-Time Beta Gamma Sigma Member.

Availability

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

Industry Expertise

Media - Online, Direct Marketing, Advertising/Marketing

Areas of Expertise

Interactive Marketing Strategy, Search Advertising, Public Speaking, Google Adwords, Google Analytics

Affiliations

President of Student Leadership Group at FIU-College of Business 2010-2011 Business Alumni Chapter Board- Student Leadership Chair, American Marketing Association, Advertising Federation , Florida Public Speaking, Miami Public Speakers Bureau

Sample Talks

LinkedIn 101

LinkedIn is a powerful platform to network, market your business & increase sales ?but only if you know how to use it! If you're interested in: ? Getting More Leads ? Finding Your Dream Career ? Developing Beneficial Business Relationships ? Finding an Investor for your Business Idea ? Finding Hot Talent ? Promoting an Event

Event Appearances

Become a Red Bottom
Ignite Miami

Social Media and Motivational Keynote
FFEDA 2012 Annual Conference and Tradershow

Social Media 101
American Marketing Association National Conference

LinkedIn for Business
BarCamp Miami

Social Media Keynote for Recruiters
Career Partners International Annual Meeting

LinkedIn for Beginners
American Marketing Association

Education

Broward Community College
A.A. In Marketing Management Marketing, Accounting, Economics, Finance

Florida International University - College of Business Administration
B.A. Marketing Management

Potomac College
Transient Student Marketing

Accomplishments

LinkedIn's Most Recommended Marketing Consultant and Speaker

Jeff has over 130 recommendations from peers, students and colleagues. He is one of the most recommended members on LinkedIn.

Testimonials

Silvia Morales

Jeff is a great speaker, very professional and energetic at the same time. He captivates the audience in a fun way

Geoffrey Anderson

As a public speaker, Jeff has a knack for getting people's attention. What makes him different -- and better -- than many other public speakers is that he's able to maintain your attention throughout his speeches, lectures and workshops. You know you're in for a treat the minute Jeff walks into a room and flashes that wide smile. There's never a dull moment. On a personal level, Jeff is a warm and pleasant individual. If you ever get the chance to speak to him, he'll give you his undivided attention and make you feel as if you're the only person in the room. In conclusion, if you're thinking of hiring him as a consultant or public speaker, you'll be hard-pressed to find anyone better than Jeffrey Zelaya.

Afnan Idris

?It is such an honor to be writing this recommendation. I finally had the privilege to meet Jeff in New Orleans where he presented at the 34th Annual Collegiate Conference for the AMA. His charisma and personality shined throughout the session. His message stirred emotion as he inspired his audience with an exceptionally powerful, professional and entertaining presentation. Jeff has a unique ability to leverage several social media platforms to foster and develop significant relationships with his audience. Despite his many successes, awards, and recognition for his social media mastery, Jeff remains humble and genuine. He consistently extends himself to his 3500+ LinkedIn and Twitter contacts to help them meet their personal goals.

Danie Velastegui

Great public speaker. Gave us a bigger inside into LinkedIn and the value of networking. I'll recommend him 100%.

Michelle Reyes

Jeff was a lively, guest speaker in my Media Planning course at Florida International University. In a refreshing manner, he spoke about how my classmates and I in the advertising business, should know that branding is an integral part to a product; however, he integrated the idea that we (the audience) must brand ourselves to be successful. He also shared insights on what to do and what not to do on social media and how to important LinkedIn can be. Speaking with the audience, he also asked for volunteers and felt it was equally important to have the audience's attention and the audience have his attention. So with humor, he kept us engaged.

Daniel Gomez

Mr. Jeff Zelaya is an outstanding public speaker and out reach individual to the academic community. Jeff came to FIU during the Fall 2011 semester and gave his "A Brand Called You" lecture series about the importance of LinkedIn.com. All students were raving about how his insight will help them now and for when they graduate. I highly recommend Jeff for public event because of his enthusiasm and motivation to push the audience through the lecture and participation. Keep doing the great work Jeff

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