

# **Joelle Norwood**

**CEO and Creative Director at The Media Mama**

Washington D.C. Metro Area, DC, US

Speaker \* YouTube Guru\* Media Consultant \* Video Producer. Your audience will be educated, entertained and inspired!

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## **Biography**

Joelle Norwood, Founder, The Media Mama is a dynamic & entertaining speaker and business consultant who always delivers results: your audience will be educated, entertained and inspired! The Days of Interruption Marketing are Over. Now it's all about personal branding, content marketing and social media strategies to generate leads to effectively build your business online. Joelle brings years of hands on experience as an Emmy award winning TV producer and entrepreneur as well as years of business knowledge combined with a passion for technology to the stage every time she talks and with every client engagement. broadcast production company servicing such broadcast clients at CBS Paramount Entertainment Tonight, Dr Phil and The Rachel Ray Show. In 2010 Joelle launched her own marketing agency, The Media Mama, which provides her clients with web design, video production, and social media marketing. Her clients have included Paramount Pictures, MTV, Consumer Reports and HBO, as well as many corporate clients. She is an early adopter of technology and the social media space. Joelle is also considered a rising expert in YouTube and the online video marketing space. Joelle is able to address these topics at a high level.

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## **Availability**

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

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## **Industry Expertise**

Media - Broadcast, Public Relations and Communications, Social Media

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## **Areas of Expertise**

Video Producer, Online Marketing, Youtube Expert

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## **Affiliations**

Bethesda Chamber of Commerce, DGA Director's Guild of America, NAPTE, eWomen, Lern

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## **Sample Talks**

### **YouTube Nation**

Today Everyone Is a Broadcaster: What Does This Mean?

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## **Event Appearances**

**Create Compelling and Sticky Content for Business**  
Lern Conference

**YouTube Tools How to Target your Audience**  
Lern Conference

**inspire: Stop Selling and Start Sharing Your Story**  
Private

**Using YouTube Tools Playlist and Annotations**  
Lern Conference

**Think Like A TV Producer: Become Internet Famous**  
SheCon2012

**Create Compelling and Sticky Content**  
American University Job Fair

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## **Education**

**The George Washington University**  
BA Broadcast Communications

**Bethesda Chevy Chase High School**

**George Washington University**  
BA Broadcast Communications Broadcast Media

**George Washington University**  
BA Broadcast Communications

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## **Accomplishments**

**Directors Guild of America**  
Directors Guild of America Member since 1989

**Emmy Award**  
Winner of 3 Emmy Awards

**Gold Medal New York Film Festival**

Gold Medal New York Film Festival "Children and Divorce"

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