

# **Joselin Mane**

**co-Founder at BostonTweetUp**

Greater Boston Area, MA, US

Social Media Strategist - Specializing in Networking 2.0 Integrating New Media with Events. Author of Networking 2.0

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## **Biography**

Joselin Mane is a Passionate Internet Marketing Consultant with 20 years of computer technology experience. This is complemented by his 8 years of Online Marketing experience and 10 years of business development experience, which when put together create a powerful combination that is rarely seen in this new media market. His focus is working with small/midsize businesses, organizations and entrepreneurs to best leverage internet technologies to systematically reach their financial and/or growth goals. He specializes in wrapping marketing around technology to help grow his clients businesses in a more efficient way. As demonstrated within his first 2 years at IBM, he was highlighted in a full page ad for the work he did to contribute to Herman Miller saving over 1 Million dollars. His way of finding information and adapting new technology makes him able to quickly access opportunities for growth and provide several easy to understand tactical plans based on his clients overall strategy. Most recently he developed a marketing plan that systemically produced the fastest growing and largest professional Latino membership site in Massachusetts history. As an internet marketing consultant he has helped many of Massachusetts Latino business large and small, including HACC and El Mundo, achieve their growth goals. Joselin is a strong believer of "Do what you do best and outsource the rest". He models this by championing the Kolbe A index, a test that measures one's strengths. As the founder & lead consultant of LITBeL Consulting, Joselin brings all of his experience, knowledge, and resources together. One of the strengths he brings to his clients is the ability to handpick the perfect team, one created from the skills and talents of the clients' current team accented by the best of the resources of LITBeL.

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## **Industry Expertise**

Advertising/Marketing, Professional Training and Coaching, Social Media

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## **Areas of Expertise**

Social Media Marketing, Social Media, SEM

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## **Sample Talks**

**The Ultimate Guide to Networking 2.0 - Networking**

How to best leverage online networking to enhance one's offline networking results

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## **Education**

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