

# **Julie Niesen Gosdin**

**Senior Marketing Manager, Social Marketing at Pearson North America**

Cincinnati Area, OH, US

Educational tech, social media, marketing and community building (plus food, restaurants and cocktails for good measure).

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## **Biography**

Julie Niesen Gosdin has been in the educational technology industry for 5 years and marketing for more than 10. She was previously with Cengage Learning, where she marketed digital resources, homework solutions, eBooks and Learning Management systems. She's spoken on educational technology and social issues both regionally and nationally. She is currently heading up social strategy for a division of Pearson Education. Julie also runs a successful food blog, wine me, dine me, which partners with Zagat, The Daily Meal and The Cincinnati Enquirer and assists a host of companies in their social strategy and community management, with clients ranging from Chevrolet to the Junior League of Cincinnati. She holds an M.Ed. from Xavier University and a Bachelor's degree in English from the University of Cincinnati.

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## **Availability**

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

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## **Industry Expertise**

Food and Beverages, Social Media, Education/Learning, Publishing

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## **Areas of Expertise**

Social Media Marketing, Marketing Strategy, Digital Strategy, Blogging

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## **Affiliations**

International Food, Wine and Travel Writers Association, Junior League, American Advertising Federation

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## **Event Appearances**

**Anonymity vs. Transparency and the Future of the Mobile Web**

Digital Non-Conference

**CengageCourse: Solutions That Go Beyond the Book**

Sloan Consortium

**Gamble and Win: Secrets of a Food Blogger**  
National Association of Catering Executives

**Blogging for Non-Profits**  
Greater Cincinnati Health Alliance

**Blogging: Content, Content, Content**  
Cincinnati Women Bloggers

**Food Blogging: Dos and Don'ts**  
5B Conference

**WordPress Workshop**  
Girl Develop It

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## **Education**

**Xavier University**  
M.Ed. English Education

**University of Cincinnati**  
BA English, Judaic Studies

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## **Accomplishments**

**City Beat's Best of the City Blog: Top 3**  
I've been ranked among the top three blogs in Cincinnati by City Beat's readership from 2008-2012.

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