

# **Leslie Hancock**

**President and Founder at Crown Word Services**

Austin, TX, US

Experienced content strategist, speaker and trainer.

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## **Biography**

Leslie Hancock is an independent communications consultant. Her areas of expertise include social media strategy and reporting, content development, and professional education. Leslie has spent 18 years working with a variety of clients in fields that have included health care, high tech, educational publishing, and direct sales. Her current passion is social media marketing, and she enjoys helping companies establish or improve their social media strategy, implementation, and measurement. Leslie holds leadership roles among Austin social media professionals, serving on the board of the Social Media Club of Austin as Sponsorship Chair and on the governing committee of Freelance Austin as its Social Media Coordinator.

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## **Availability**

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

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## **Industry Expertise**

Advertising/Marketing, Social Media, Education/Learning

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## **Areas of Expertise**

Communication, Social Media, Content

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## **Affiliations**

Social Media Club Austin, All Content Matters, Freelance Austin

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## **Sample Talks**

### **PowerPointless: Interactive Presentation Strategies to Engage Any Audience**

Introduces a variety of tools and strategies that make an audience a part of the presentation. Presents scenario-based ideas that break away from the boredom of the same old PowerPoint presentations that chain audiences' eyes and attention to the screen. Demonstrates in a hands-on practicum how to implement a variety of visual and action-based audience engagement techniques.

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## **Event Appearances**

**PowerPointless: Interactive Presentation Strategies for Any Audience**  
All Content Matters Series

**Developing a Distinctive Online Voice**  
Wordcamp Austin

**PowerPointless: Interactive Presentation Strategies To Engage Any Audience**  
RISE Austin

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## **Education**

**Lamar University**  
M.Ed. Management and Leadership

**University of North Texas**  
MA English

**University of North Texas**  
BA English

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## **Accomplishments**

**Moderator, Innotech e-Marketing Summit, Panel on Social Media Marketing**  
Agile Marketing: Adapt or Become Extinct in the Age of Social

**Panelist, Texas State University Mass Comm Week**

Have you ever thought about working for yourself rather than for "the man"? Whether you decide to branch out on your own or merely pick up work on the side to supplement your income, learn about the ins and outs of becoming an independent professional. If you're interested in journalism, designing, writing, or advertising sales, join Leslie Hancock, Susan Lahey, and Lance Lawhon as they share their stories of being a freelancer/contractor.

**Speaker, ACC Social Media Forum**

Leslie will be discussing what it means to be a social media professional, how the field is growing and evolving, and how to get a job in social media in Austin. Using her perspective as a social media consultant and a board member for the Social Media Club of Austin, Leslie will cover trends, tools, and expectations for those who are already in the field of social business or considering entering it.

**Panelist, Texas State University Mass Communications Week**  
Freelancing in journalism and mass communication

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