

Ross Simmonds

Digital Strategist at Colour

Halifax, Canada Area, NS, CA

Digital Strategy Guy | Entrepreneur | Blogger & Speaker

Biography

You can't add fans or followers to your financial statements, which is why when I provide my talks with your business I always aim to bring you ideas that can lead to measurable and profitable results. Most Digital Marketers focus on metrics that don't impact your bottom line. They focus on fans and not revenue. Having fans and followers are great, but if those connections don't convert into actual dollars, it doesn't matter. The most important thing for me is helping my clients and organizations find success. Whether that's in managing a crisis or implementing an initiative that drives revenue; Your goals & objectives rule everything. educate businesses, groups, individuals and organizations on a variety of different topics. Primarily, I strive to educate groups on how to use social media to achieve their business goals and objectives through digital technology and social media. I use an interactive, high energy, vibrant and personalized approach to every group I encounter. I ensure that every presentation is customized to address the specific needs and wants of his audience. Every presentation tl give is either completely or slightly different from one in the past.

Availability

Keynote, Moderator, Panelist, Workshop, Corporate Training

Industry Expertise

Travel and Tourism, Real Estate Services, Business Services

Areas of Expertise

Social Media, Digital Marketing, Digital Strategy

Affiliations

Human Resources Association of Nova Scotia, SMU Alumni Council, Black Business Initiative, Saint Mary's University, Fusion Halifax

Sample Talks

Understanding Generation Y

It's clear that young people represent new forms of communication along with new habits and attitudes. In fact, this generation is directly influencing consumer behaviour in a variety of different ways. Known to the general public and media as Generation Y, this group of individuals are influencing both older and younger generations alike. During this talk, Ross gives his audience an opportunity to look inside the mind of Generation Y.

Event Appearances

TIANS Tourism Summit
TIANS Summit

Education

Saint Mary's University
BCOMM Marketing, Human Resources, Industrial Relations

Auburn Drive Highschool

Testimonials

William Murray

Ross spoke at our 38th Annual 'Learners & Leaders' conference at Mount Saint Vincent University. His energy and enthusiasm captivated the audience of over 250 students while his knowledge of both social media and business applications kept his talk valuable and relevant. Students have been talking about him every day since the conference ended, inspired by his talk and how to apply concrete tactics to gain a competitive advantage. He was the hit of the conference! Moreover, Ross took the time to engage with student before his talk and returned later that evening for our gala dinner. He showed true professionalism and became a role model for many students in the program. I eagerly look forward to working with Ross on other projects.

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