

# **Tom Brown**

**New Media Director at Media Barker**

Corning, New York Area, NY, US

Social Media Marketing Manager | Constant Contact Expert | Speaker | Trainer | Consultant | SM Strategies & Development

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## **Biography**

I am the founder of Media Barker, where I leverage my 20+ years of experience in online marketing, project planning, management, communications, and PR techniques. This valuable experience plus my own internal techniques and processes, customized to client's needs, allows me to deliver new and unique solutions to clients. I was recently selected as an Authorized Local Expert by Constant Contact®, Inc., the trusted marketing advisor to more than half a million small organizations worldwide. As an Authorized Local Expert, I will be offering free training seminars on best practices of various online marketing techniques across the Upstate New York and Northern Pennsylvania area. I have presented to companies and conferences of all sizes on the subjects of Social Media, Email Marketing, Selling, Leadership, and other aspects of the Internet in general. I specialize in developing and implementing customized Social Media Marketing strategies that fully integrate your traditional marketing with your online marketing. This includes your Email marketing, Social Media profiles (Facebook, LinkedIn, Twitter, Google+, Pinterest, YouTube, etc.), website, newsletters, radio, TV, newspapers, and anything else you use to promote your business, products, or services. Currently, I am very active in the Elmira Rotary Club and just started my term as President for the 2013-2014 year. In addition to my professional accomplishments, I have been married to my wife, Shawnie for 15 years and have two beautiful girls, 12 & 9. I am also an Eagle Scout, a Martial Arts Karate and Self-Defense instructor, and I volunteer for my church and other organizations in the Corning and Elmira communities. I like to say, "For businesses to thrive in the future, they need to have a Social Media presence. Integrating Social Media and the Internet into their existing business infrastructure is a challenge to most businesses. My passion is helping them do that successfully." - Tom Brown, Media Barker

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC

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## **Industry Expertise**

Media - Online, Advertising/Marketing, Social Media

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## **Areas of Expertise**

Social Media Marketing, Reputation Management, Email Marketing

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## **Affiliations**

Social Network and Media Association, Higher Hope Church, Elmira Rotary Club, Rotary International

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## **Sample Talks**

### **Grow Your Business with Email & Social Media: Simple Marketing Strategies for Small Business**

This workshop is designed to give small businesses and nonprofit organizations some simple ideas for growing their organizations using email marketing and social media. -more-

[https://www.facebook.com/MediaBarker/app\\_330381770428390](https://www.facebook.com/MediaBarker/app_330381770428390)

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## **Event Appearances**

### **Grow Your Business with Social Media & Email Marketing**

Official Small Business Week workshop:

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## **Education**

### **The Washington Center**

Independent Sector Internship

### **The University of Texas at San Antonio**

BBA Management Science

### **University of Maryland University College**

Associates of Arts General Education

### **The University of Texas at San Antonio**

Master Public Administration

### **Bitburg American High School**

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## **Accomplishments**

### **Authorized Local Expert**

Constant Contact Authorized Local Experts are dedicated to educating small businesses, nonprofits and organizations on how to achieve success through email and social media marketing. Local Experts are authorized by Constant Contact to deliver our field-tested seminars because of their proven expertise, passion and commitment to working with Constant Contact in their local community. Tom will host free small business seminars and training workshops across the Upstate NY and Northern PA

## **Inbound Marketing Certified**

Hub Spot Academy: HubSpot's Inbound Marketing Certification includes nine classes that cover the core elements of inbound marketing strategy. From optimizing your website to landing page anatomy to segmenting your contact database, these classes are the bread and butter of what inbound marketing is all about.

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## **Testimonials**

### **A. Hernandez**

Attended a seminar that Tom recently put for the Rotary district conference. I have to tell you that for that seminar alone it was worth the time and drive. Tom was able to provide me so much information and insight that would greatly benefit not only our club but also me personally.

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