

# **Veronica Stecker**

**Media Manager at Gordmans, Inc.**

Omaha, NE, US

Grounded in new media and marketing strategies, Veronica can successfully guide both social media and traditional advertising campaigns

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## **Biography**

I love to accomplish lofty challenges and am always seeking out the next opportunity. I have found my niche in multi-channel retail marketing with a particular affinity toward social media. I most enjoy travelling, speaking at conferences and building relationships with talented marketing professionals. Veronica Stecker is a social media and strategy expert. She manages everything from traditional advertising to social, digital, and local advertising for an every-day, low-price, regional retailer. Veronica is the lead strategist in determining the media mix for Gordmans, Inc., an every-day-low-price regional retailer specializing in fashion and home décor. As the Marketing and Media Planner, her responsibilities include managing advertising in traditional media as well as digital media for all 70+ locations. Veronica's strengths include social media strategy, facebook, search, mobile, and local media advertising. Veronica graduated with honors as a Baylor Business Fellow from Baylor University's Hankamer School of Business in 2009 and holds a Bachelor of Business Administration degree in Economics. Veronica Stecker is a leading voice in new media and marketing strategies. Read her articles and uncover the secrets to marketing in today's social media world.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC

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## **Industry Expertise**

Media Production, Retail, Direct Marketing, Internet, Advertising/Marketing, Business Services, Social Media, Media - Online, Public Relations and Communications

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## **Areas of Expertise**

Retail Marketing, Digital Advertising, Social Media Marketing, Mobile Advertising, Email Marketing, E-Commerce Implementation, E-Commerce Multi-Channel Marketing, Loyalty Marketing, Non-Credit Based Loyalty Program Implementation, Crm Strategies

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## **Sample Talks**

### **Facebook Places: Deals and Store-Level Marketing**

So you have a few hundred locations, a central branded page, but haven't gone around to claiming your place pages. Find out the most effective hub-and-spoke strategy, how best to leverage deals, and what kind of traffic to expect. We'll cover case studies for several national retailers who have implemented a local strategy for their locations.

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## Event Appearances

**Facebook Places: Deals and Store-Level Marketing**  
AllFacebook Marketing Conference & Expo

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## Education

**Baylor University - Hankamer School of Business**  
Bachelor of Business Administration (Honours) Business Administration and Economics

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