

Virginia Miracle

Executive Vice President of Professional Services at WOMMA - Word of Mouth Marketing Association

Austin, TX, US

Social Media and Word of Mouth Marketing Expert

Virginia leads the Customer Success team at Spredfast - a leading Social Media Management software company located in Austin, TX. In her role, she works with large enterprises as they socialize their organizations - assisting in everything from technical expertise around the SaaS Spredfast platform to training and change management. Prior to Spredfast, Virginia was EVP of Digital Strategy at Ogilvy PR Worldwide where she led the North American footprint of the agency's social media and word of mouth marketing practice ? 360° Digital Influence. Prior to Ogilvy, Virginia led WOMM at Brains on Fire and served in multiple positions at Dell, Inc - where she is believed to be the first person to hold a Word of Mouth Marketing title at a Fortune 50 company. She began her career in marketing at Trilogy Software. Virginia earned a B.A. in English from Princeton University and was named as one of PR Week's 40 Under 40 in 2008.

Keynote, Panelist

Advertising/Marketing, Internet, Social Media

Social Media, Digital, Marketing, Word of Mouth, Strategy, Change Management, Client Success

WOMMA, Board of Directors, Blogger Social '08, Dell Alumni, Ogilvy@SXSW2011, PR Week "40 under 40" Alum, Princeton Club of Austin, Social Media Today, Social @Ogilvy Trilogy Alumni

Princeton University

BA, English English

Executive Vice President of Professional Services

<http://www.prnewswire.com/news-releases/spredfast-names-virginia-miracle-as-executive-vice-president-of-professional-services-137004253.html>

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