

Aerin Guy

Mission Control at SpaceRace Consulting

Toronto, Canada Area, ON, CA

Digital Strategy for Progressive People and Organizations

Biography

Aerin Guy is a marketing consultant and digital strategist experienced in publishing, public relations, web development, and e-marketing. Aerin specializes in helping people and organizations launch great ideas through rigorous market research, extensive campaign planning, and engaging execution.

Aerin specializes in communications services encompassing a variety of engaging on and offline formats. She has built and managed several successful online communities, including living examples for products, resources, and services. She believes in the creation of great content worth sharing - content that catches attention, brings value, inspires change, and enables learning. Aerin is committed to creating engaging experiences for audiences and stakeholders at all levels, whether through social media strategy, web development, e-course content creation, or public relations practices.

Aerin Guy is a sought-after public speaker, workshop leader, and consultant with a knack for sharing and implementing great ideas. Her company, SpaceRace, provides website design and development, social media execution, and strategic marketing and communications planning for progressive people and organizations.

Aerin is a certified e-marketer through the Canadian Marketing Association - the only such credential available to Social Media practitioners in Canada.

You can learn more about Aerin Guy at www.gospacerace.com.

Follow her on Twitter: <http://twitter.com/aeringuy>

Availability

Keynote, Panelist, Workshop, Corporate Training

Industry Expertise

Education/Learning, Social Media

Areas of Expertise

Editorial Strategy, Copywriting, SEO, Social Media Marketing, Social Media Development

Affiliations

Contributor: VoicEd.ca

Member: The Community Roundtable

Member: NTEN

Presenter: Net Tuesday: Online Project Management

Panelist: MOSO: Canada's Mobile Social Conference -Social Media in the Enterprise

Presenter -MOSO: Canada's Mobile Social Conferen

Education

Canadian Marketing Association

Certificate in E-Marketing Digital marketing

The University of Calgary

BA Humanities & Social Sciences (English and Political Science)

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