

# **Amber Osborne**

**Vice President of Head of Lettuce Media at Head of Lettuce Media**

Tampa/St. Petersburg, Florida Area, FL, US

Inspiring social media innovator, specializing in storytelling and online brand management.

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## **Biography**

Award-winning Social Media maven with over 4 years of consistently delivering pioneering digital media solutions. Diverse client exposure ranging from small start-ups to internationally-known brands, and promoting those in between to gain notoriety.

Highly skilled in social media community development and business management, social media marketing, viral marketing, brand evangelism, competitive intelligence, audience engagement and tracking, publishing tools, and brand promotion and image maintenance. Dynamic keynote and panel speaker for multiple national and international Social Media industry conferences (I-Strategy, SXSW) alongside international companies and brands.

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## **Availability**

Keynote, Panelist, Workshop

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## **Industry Expertise**

Social Media, Music, Human Resources, Media - Online, Advertising/Marketing

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## **Areas of Expertise**

Brand Development, Social Media, Product Evangelism, Online Marketing, Location Based Services, Music Marketing, Social Recruiting, Competitive Intelligence, Social Media Marketing, Brand Advocacy

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## **Event Appearances**

**How To Not Be A Douchebag at SXSW**  
SXSW

## **Branding and Audience Engagement**

I-Strategy

## **Brand Advocates: The Audi Roadtrip Story**

I-Strategy

## **Recruiting and Location Based Services**

Talent Net Live

## **Cardinal Sins of Social Media**

PRSA National Conference

## **Social Media for Musicians**

Nashville Connection

## **The Destructo Tour- Speaking Tour**

The Destructo Tour

## **Social Recruiting**

Radical Planet/Social HR

## **Marketing Your Film with Social Media**

Sunscreen Film Festival

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## **Education**

### **University of Tampa**

B.A. Mass Communications

### **Pasco Hernando Community College**

AA General Studies

### **Gulf High School**

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## **Testimonials**

### **Max Ford**

I had the pleasure of meeting Amber at the iStrategy Conference I organised in Amsterdam in October. She was a keynote speaker on a panel discussion. Amber's knowledge of social media, business & marketing is very impressive. She gets the audience thinking more deeply about how they connect with people. She is a powerful open networker, a connector, an amazing speaker and business professional. She adds value and an exciting dynamic to any presentation. I can highly recommend Amber and look forward to working with her in the future.

### **Scott Stratten**

“Smart, savvy and awesome. Those are the ingredients of Amber Osborne. You’d be wise to her talent”

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