

# Amy Olivieri

**Regional Development Director at Constant Contact, Inc.**

Houston, TX, US

Small Business Marketing Expert - Texas | LA | MS | NM

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## Description

Amy E. Olivieri  
Constant Contact, Regional Development Director  
(Texas | Louisiana | Mississippi | New Mexico)  
Email: aolivieri@constantcontact.com

Amy Olivieri, Regional Development Director for Constant Contact, is the small business educational marketing expert in Houston, TX, and the states of Louisiana, Mississippi, and New Mexico. Amy has more than 20 years of experience supporting small business, with a background in business development, client relations, and professional services marketing. She received the "Spirit of Leadership Award" from Powerful Women International, has been a featured guest on NPR Radio, and has authored small business marketing articles for numerous publications.

Amy draws from this experience to be a valuable resource to small businesses, nonprofits, and associations. She has educated more than 22,000 small businesses on behalf of Constant Contact since joining the team in 2009, and has presented at events for SCORE, local Chambers of Commerce, Small Business Development Centers, United Way, business networking organizations, church ministries, and a variety of local and national marketing and technology events.

Prior to Constant Contact, Amy's professional career included more than 14 years in the legal marketing industry. Amy is a member of the Women Speakers Association and holds a Bachelor of Science in Psychology from the University of Houston and an MBA from LeTourneau University.

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## Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

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## Industry Expertise

Social Media, Business Services, Events Services, Public Relations and Communications, Direct Marketing, Non-Profit/Charitable, Advertising/Marketing, Information Technology and Services

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## Topics

Social Media Marketing, Marketing Communications, Email Marketing, Mobile Marketing

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## Affiliations

International Association of Business Communicators (2015 Member), Houston Community College Marketing Program Advisory Committee (2014), Chief Ambassador Officer, Powerful Women International - Houston Chapter (2012 - Present), Women Speakers Association (Past Member)

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## **Sample Talks**

### **Social Media Marketing Made Simple**

Discover how social media sites like Facebook, LinkedIn and Twitter become Powerful Business Tools. More than 450,000 businesses use Constant Contact to help grow their business! You'll learn how to build relationships that are the key to the success of your business with easy, inexpensive and highly effective email marketing! We will explore what email marketing is, why it works so well, how it easily integrates with social networking sites, and how to use it in your business strategy.

### **Supercharging your Facebook Marketing**

We will take a deeper dive into “how” engagement happens through one of the primary tools of on-line and social engagement “ Facebook.

We will discuss:

- the many ways to engage customers and prospects on Facebook
- the power of Facebook likes, comments, & shares and how they can be beneficial to your marketing strategy
- how Social Share and Social Campaigns can be used to engage your audience
- the difference between posting and marketing on Facebook

### **Engagement Marketing**

Inspired by the new book Engagement Marketing, written by small business advocate Gail Goodman (CEO of Constant Contact), this presentation will help you understand how the marketing landscape for small business has changed and how to make that change work for you. Topics to be discussed include word of mouth in a social world, and the engagement marketing cycle (which relates to the creation of great customer experiences that lead to on-going conversations and engagement).

### **The Power of Email Marketing**

Email is the most cost-effective, targeted, trackable, and efficient way to build and maintain relationships for businesses & non-profits. Learn how to master the basics of professional email communications with this comprehensive look at best practices and winning strategies for finding and keeping permission-based subscribers, increasing deliverability and open rates, writing good subject lines and content, getting readers to take action, and becoming a trusted sender.

### **EventSpot**

Events are an integral part of how you market your small business or organization. From sales meetings to fundraisers and online training seminars, events help you attract new customers and members. Events deepen existing relationships with customers and members, generating more revenue and long-term participation. In this seminar you’ll learn how online event marketing tools offer everything you need to set up online registration and promote your events easily, affordably and professionally.

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## **Past Talks**

### **Social Media Marketing Made Simple**

Washington County Chamber of Commerce Event Series

### **Supercharging your Facebook Marketing**

Get Down to Business 2012

### **Engagement Marketing**

Get Down To Business 2012

### **Engagement Marketing**

Get Down To Business 2012

### **Supercharging your Facebook Marketing**

Get Down To Business 2012

### **Supercharge your Facebook Marketing with Constant Contact**

Constant Contact Business Marketing Strategy Series

### **Supercharging your Facebook Marketing**

Constant Contact Business Marketing Strategy Series

### **Social Media Marketing Made Simple**

Constant Contact Business Marketing Strategy Series

### **Social Media Marketing - Rules of Engagement**

Social Media & Cloud Computing Solutions for Small Businesses Seminar

### **Engagement Marketing: How Small Business Wins in a Socially Connected World**

Tory Johnson's Spark & Hustle Conference

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## **Education**

### **University of Houston**

Bachelor of Science Psychology

### **LeTourneau University**

MBA Management

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## **Accomplishments**

## **Regional Development Director – Constant Contact**

Constant Contact helps small businesses, associations, and nonprofits connect with their customers, clients, and members. Launched in 1998, Constant Contact champions the needs of small organizations and provides them with an easy and affordable way to build successful, lasting customer relationships. Today, more than 500,000 customers from all types of small businesses and organizations use Constant Contact for Email Marketing, Event Marketing, Online Surveys, and Social Media Marketing.

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