

# **Anna Maria Virzi**

## **Writer at**

Stamford, CT, US

Blog about your passion and use social channels to connect with other enthusiasts

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## **Description**

Anna Maria Virzi has worked in digital and traditional publishing for more than two decades. In the mid-1990s, she used the Internet to track down and reunite with family in Panama after a 40-year absence.

Her blog, [anna-maria.com](http://anna-maria.com), focuses travel in New England, NYC and beyond.

Previously, she guided Incisive Media's ClickZ.com editorial team based in New York and helped to launch ClickZ Asia, based in Hong Kong. She also worked with more than 70 marketing practitioners who contributed to the publication.

Anna Maria was on the launch team for Ziff Davis Media's Baseline magazine, which was a National Magazine Award finalist. She has also worked at Forbes.com, Web Week, Internet World and the Connecticut Post.

Anna Maria currently works for a Connecticut-based technology research firm.

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## **Availability**

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

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## **Industry Expertise**

Writing and Editing, Internet, Advertising/Marketing, Social Media, Publishing, Media - Online

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## **Topics**

Social Media Marketing, Journalism, Blogging, Panama

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## **Affiliations**

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## **Sample Talks**

### **Social Media Checklist**

Before you build or expand your company's social media profile, do you really know what you are getting into? Setting up a Twitter account or Facebook profile or uploading a YouTube video is the easy part. What's next? This discussion will examine practical issues you should consider when developing your brand's social strategy.

## **Innovation in mobile advertising**

Consumer eyes are now switching to mobile. How do you build a truly great mobile advertising campaign that captures your audience? This session will feature the key characteristics of successful mobile advertising campaigns.

- Tailoring a mobile advertising plan to fit with your business objectives
- Innovations in location-based advertising
- Measuring mobile advertising
- Keys for successful mobile marketing campaigns

## **Social media best practice**

Are you an expert marketer but new to social media marketing or need a refresher of best practices? We'll talk about developing a social media strategy for your company and establishing social media guidelines, as well as tactics to help integrate social media into your existing marketing programmes to increase ROI. I will show you examples of companies using blogs, Twitter, Facebook and LinkedIn successfully to meet their overall marketing and business objectives and how to measure the results.

## **Email Can Drive Search, Social, and Mobile!**

What happens when you connect search to email? What are five things social can do to help your email campaigns? How can you leverage mobile and mobility to improve email effectiveness? Email is a powerful way to enhance the digital reach of your organization. Join an industry expert as they share their personal experiences and best practices to help you drive success through email marketing!

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## **Past Talks**

**Social Media Checklist**  
SES Conference & Expo

**Social media best practice**  
SES Singapore

**Innovation in mobile advertising**  
SES Singapore

**Doing More With Less: Making Data-driven Decisions**  
Online Marketing Summit

**Email Can Drive Search, Social, and Mobile!**  
SES New York

**Agency of the future**  
SheSays Speaker Series

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## **Education**

University of Rhode Island  
B.A.

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## Accomplishments

### Executive Editor - ClickZ

ClickZ, an online publication, is the largest resource of interactive marketing news, information, commentary, advice, opinion, research, and reference in the world, online or off. From search to social, technology to trends, our coverage is expert, exclusive, and in-depth.

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