

# **Barbara Rozgonyi**

**Principal | Author | Consultant | Trainer at CoryWest Media LLC**

Greater Chicago Area, IL, US

Motivational Marketing Keynote Speaker | 3D Content Marketing | LinkedIn Training | Social Media Strategy

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## **Biography**

"Online marketing and PR expert, Barbara Rozgonyi, is a wealth of information, brilliant ideas, and resources for small and large companies alike." Marla Tabaka, inc.com

Barbara Rozgonyi is a speaker, author and leader of CoryWest Media, LLC, a Midwest-based strategic marketing consultancy founded in 1990.

As publisher of [www.wiredPRworks.com](http://www.wiredPRworks.com), named to Cision's prestigious 2012 Top Marketing and PR Blogs list, Barbara reports on ways to grow business, build brands, and connect communities.

The founder of Chicago's leading Social Media Club chapter, Barbara is a frequent keynote speaker, an accomplished corporate trainer, and an experienced educator who develops marketing and communications programs for colleges, associations, corporations and online communities like College of DuPage, Office Depot Web Cafe and the International Social Media Association.

A recognized social media, marketing and PR expert, Barbara's media mentions include [inc.com](http://inc.com), American Express OpenForum, [businessadvisor.com](http://businessadvisor.com), SOHO magazine, [ChicagonistaLIVE!](http://ChicagonistaLIVE!), [NFIB.com](http://NFIB.com), [lowesforpros.com](http://lowesforpros.com), [lawmarketing.com](http://lawmarketing.com), Mashable, Germanys FAZ and NBC5.

An author who began teaching wired writing in 2002, Barbara contributed the LinkedIn chapter to *Success Secrets of the Social Media Marketing Superstars*, published by Entrepreneur Press.

In 2013, Nokia selected Barbara as one of two US reporters to cover Social Media Week Berlin.

Corporate and Conference Speaking Engagements include Meetings Tech Expo Chicago, ISSMM Converge, Integrated Social Media Communications Forum, International Privacy Professionals, Weber Shandwick Chicago, Federal Reserve WEDGE Conference, Affiliate Summit West, SOBCon, Higher Learning Commission AQUIP, Joint Commissions, Integrated Marketing Summit, PR MKTG Camp Chicago, National Association of Credit Management, Ragan Communications' Social Media Bootcamp, UnGeeked Elite, National Association of Catering Executives DC Chapter, White Sox Social Media Night, Illinois Parks and Rec Association Annual Conference, International Social Media Association, Office Depot Web Café, The Business Ledger Newsmakers Forum, Chicago Suburban Public Relations Society of America PRSA, DePaul University Kellstadt Marketing Group, Community Media Workshop Making Media Connections, National Speakers Association Illinois, Citibank, Chamber of Commerce, INSPRA, ISACA, adjunct faculty at College of DuPage.

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## **Availability**

Keynote, Workshop, Host/MC, Corporate Training

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## **Industry Expertise**

Public Relations and Communications, Events Services, Financial Services, Non-Profit/Charitable, Corporate Training, Training and Development, Corporate Leadership, Social Media, Advertising/Marketing, Insurance

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## **Areas of Expertise**

Digital Marketing, Social Media Marketing, Digital Public Relations, Content Marketing, Sales Training, Technology, Integrated Communications, Thought Leadership, Communications, Change

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## **Affiliations**

Social Media Club Chicago, Social Media Club Global Professional Member, U Illinois, MPI Chicago

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## **Sample Talks**

### **BRAVE Marketing**

If it seems like every day a new world dawns in social media, it does. At times as dramatic as a superhero movie, keeping up with social media can be overwhelming. Discover how BRAVE marketing can change your fate in this keynote that focuses on using the world's tiniest and mightiest social media channel – Twitter. Even if you don't use Twitter yet, you'll learn how to effortlessly tap into its superpowers to transform a tiny budget and a compact communications channel into a superhero tool.

### **Wired PR Works! A Simple, Strategic and Savvy Social Media System**

Glide through the social media swamp to clear a prominent path with the WIRED system. Connect with your community as you become recognized as the leader they're looking for using words, intentions, routes and experiences – all designed to increase sales.

### **How to Project in 3D: Improve your Image, Visibility and Results!**

If movies can do it, so can you! Learn how to go from 1 or 2 to 3D using digital, direct and dynamic strategies that will attract attention, generate leads and build your business

### **The Complete World of Social Media: Abridged**

Get a passport to the social statusphere! Take a whirlwind tour that stops long enough at each site to go over business basics. Your group will be refreshed, revitalized and ready to go.

2012 stops include: LinkedIn, Facebook, twitter, YouTube, Pinterest and Google+

### **Panoramic PR: How to Get Completely Covered by Being Fully Exposed**

Learn how to weave search, social and story together for digital, direct and dynamic results. Developed especially for marketing, advertising and PR professionals, this content is accessible to everyone.

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## **Event Appearances**

**Demystifying Social Media for Meeting and Event Planners**  
Meetings Tech Expo

**BRAVE Marketing for Community Colleges**  
NCMPR Annual Conference

**Super Hero Social Media for Parks and Rec**  
IPRA IAPD

**Panoramic PR for Parks & Rec**  
IAPR IAPD

**Social Selling with LinkedIn**  
Private Training

**Honey I Shrank the Org: Mobile Marketing for Non-Profits**  
WSPN Chapter Meeting

**Top Low Cost or No Cost Social Media Measurement Tools**  
Ragan Communications Social Media and PR Measurement Summit

**Top Low Cost or No Cost Social Media Measurement Tools**  
Digital Megaphone Measurement Summit

**Networking in 3D for Meeting and Event Planners**  
EdCon Presented by MPI-CAC

**How to Transform Everyday Marketing into Engaging 3D Messaging**  
IAPD/IPRA Annual Conference

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## **Education**

**University of Illinois at Urbana-Champaign - College of Business**  
B.S. Marketing

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## **Accomplishments**

**Top 50 Marketing & PR Blog 2012**

In June 2006 I started blogging at wiredPRworks.com. Thanks to Cision for selecting wiredPRworks as a top 50 Marketing and PR blog.

### **Top 12 twitter PR Expert**

Thanks to PRWeb for listing my twitter account, @wiredprworks, as a top 12 PR expert twitter account to follow.

### **Top 1% Influencer Kred.com**

Thanks to my friends and followers for engaging with me! We've earned a top 1% influencer recognition from Kred.com. :)

### **Founder, Social Media Club Chicago**

Serving on the SMC Chicago board since the organization began, I'm honored to work with a team to present monthly events that educate, entertain and transform.

### **Top 50 PR Blogger 2013**

Thanks to Cision for selecting wiredPRworks as a top 50 PR blog.

### **Social Media Week Berlin Reporter**

Selected as one of two U.S. social media experts to cover Social Media Week Berlin in a conference sponsored by Nokia, Barbara's contest entry may be found here: <http://wiredprworks.com/smwreporter-social-media-week-berlin-chicago/>

### **Fascinating Face of 2013 by Glancer Magazine**

Featured in "15 Fascinating Faces of 2013" by Glancer Magazine, Barbara was honored for her work in social media. Read more about the coverage here: <http://wiredprworks.com/glancer-magazine-social-media/>

### **Small Biz Big Trends Entrepreneur**

Featured as one of four small businesses in Crain's Chicago Business "Small Biz Big Trends" featured. Interviewed as a CEO/Entrepreneur about HR trends and CoryWest Media's "Hollywood Casting" approach.

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## **Testimonials**

### **Sally Cameron**

Barbara Rozgonyi spoke at a national conference of community college communicators. She was diligent and thoughtful in understanding her audience and seeking the "hot button" issues that would most engage my members. Her presentation was not "cookie-cutter" at all but carefully targeted to the needs and interests I reported. She was well-received by the audience, and many people who were social media warriors already were stunned by the new information she presented. A rockin' presentation! She knows her stuff and was very generous with her material.

### **Stephen D. Spangehl**

Barbara did a great job of explaining and illustrating the value of social media to 350+ administrator and faculty from higher education institutions. She has current, relevant information to share, and a lively, engaging manner for sharing it.

**Kathryn Moran**

Barbara offered broad insight into the issues and concerns that SM project managers face in showing value added in business use of SM. In addition, she provided great practical tips and resources that I can immediately apply to my role.

**Pat Murphy**

Barbara Rozgonyi is a terrific speaker that knows her subject matter and engages her audience. She spoke to the importance of integrating social media throughout your organization and emphasized the 3 "D's" of marketing; direct, digital and dynamic. Her presentation rated in the top 5 of the 16 speakers who presented at CONVERGE Chicago. As the President of the Social Media Club of Chicago she was a real plus at our conference and we look forward to having her speak at a future ISSMM.org event.

**Sandy Manisco**

Barbara presented on Social Media at a standing-room only session at the Illinois Association of Park District's annual convention in January 2014. Her insights and knowledge were outstanding and the information was very valuable. It was by far the best session on the topic of marketing and social media at the convention. She is a captivating, engaging speaker. Thank you, Barbara!

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