

# **Becky Livingston**

**President and Founder at Royal Apple Marketing**

Closter, NJ, US

Social media evangelist. Marketing and tech geek. Author.  
Speaker.

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## **Biography**

Becky Livingston is the President of Royal Apple Marketing, LLC. Her company specializes in social and digital marketing for small businesses, non-profits, and CPA firms with a particular interest in building/expanding an online brand, increasing web site traffic, and developing a strategic marketing plan that leverages digital marketing, and Search Engine Optimization (SEO) and Marketing (SEM), while measuring its Return on Investment (ROI).

With 20 years' marketing and communication experience in the engineering, technology, and financial services industries, Becky has been a leader in helping teams to reach their goals through effective and strategic communication and marketing execution.

Further, she authored the American Society for Training and Development (ASTD) InfoLine booklet "Web 2.0 in the Learning Space" and Training and Development magazine's "Blogging in the Learning Space". She also pens the Corporate Creatives blog and is a guest blogger for InSource.org, CPATrendlines, and a variety of other online publications. Currently she is working on an ebook satire "The Kranky Kommuter."

A frequent social media and digital marketing speaker, Becky also enjoys teaching social media to a variety of non-profits in the North Bergen and Rockland, NJ and Westchester, NY counties. She also volunteers her time with her dog, Abby, in the Therapy Dogs International Children Reading to Dogs program.

Becky holds a Corporate Training Certificate from New York University, a master's degree in Information Systems from PACE University, and an undergraduate degree in Marketing Communications from the State University of New York—Geneseo.

Connect with Becky on Twitter (@bmliving) and LinkedIn (<http://www.linkedin.com/in/bmliving>) or read her blog at <http://bit.ly/CorporateCreatives>.

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## **Availability**

Panelist, Workshop, Host/MC, Author Appearance

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## **Industry Expertise**

Advertising/Marketing, Social Media, Direct Marketing

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## **Areas of Expertise**

Social Media, Marketing, Digital Marketing, Online Advertising, Google Adwords

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## **Sample Talks**

### **Leveraging Social Media in the Non Profit Space 101**

- Define social media terms and usage (Part 1)
  - List various social media elements that increase awareness and traffic (Part 1 & 2)
  - Explain Search Engine Optimization (SEO) and Search Engine Metrics (SEM) for measurement and metrics analysis (Part 2 & 3)
  - Illustrate how social media marketing is used successfully in the non-profit sector (Part 1, 2, & 3)
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## **Event Appearances**

### **Twitter 101**

New York Social Media Summit

### **Implementing Social Media Into Your Marketing Mix**

Right Networks Conference

### **Building Online Community**

Pace University Social Media Summit

### **Public Speaking 101 - Overcoming Networking Jitters**

Bergen County Volunteer Center - Training

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## **Education**

### **New York University**

Certificate Corporate Training

### **Pace University**

Master's Information Systems

### **SUNY Geneseo**

Bachelor's Mass Communications

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