

Cathy Burrell

Consultant and Social Media Educator at Cavern Retail Consulting

Calgary, AB, CA

Currently a MEd student at UCalgary. I teach social media and entrepreneurship through Chinook Learning (Calgary Board of Education)

Biography

Cathy is an entrepreneur with 20+ years owning and operating a variety of businesses. After starting her own consulting business in 2011, she discovered that many small business owners have heard of social media, but have no idea how to use it to market and grow their businesses. Cathy uses social media every day, and she thinks that having a business today without a social media presence is like having a business 30 years ago without a telephone! Social media platforms are constantly changing. Busy business owners need to know what platforms are effective and how much time it takes to establish a social media presence that works.

A lifelong learner, Cathy is currently pursuing a Masters of Education degree at the University of Calgary, specializing in adult, community and higher education.

Industry Expertise

Advertising/Marketing, Education/Learning, Information Technology and Services, Retail, Social Media, Writing and Editing

Areas of Expertise

Teaching, Social & Digital Media, Adult Education, Retail, Public Speaking and Presentation, Small Business, Small Business Advising, Small Business Communications, Entrepreneurial Consulting, Entrepreneurship, seniorpreneurs, Digital Literacy, Educational Advocacy, Scholarship of Teaching and Learning, Continuing Education, Teaching, Online Teaching and Learning

Affiliations

Chair Literacy for Life Foundation MD Foothills

Education

Vancouver Community College

Provincial Instructor Diploma Program Adult Education

University of Calgary

MEd Werklund School Adult, Community and Higher Education

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