

# **Christina Motley**

**CMO-On-Demand, Author, Speaker, CEO & Founder at Christina Motley, llc**

Raleigh, NC, US

On Point Marketing Strategy for Business Growth

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## **Description**

With over 300 creative, marketing, business, leadership and civic awards, Christina is a veteran, integrated Chief Marketing Officer (CMO)-on-Demand and CEO of Christina Motley & Associates. She is an award-winning published author, dynamic speaker and member of the National Speakers Association, corporate trainer, serial entrepreneur, and according to her Columbia University daughter, "World's Best Mom."

Her successful implementation of integrated marketing strategies has resulted in her servicing multiple clients - from start-up tech firms to publicly-held Fortune 500 enterprise - in a variety of industries since 1992. As a popular keynote speaker, she successfully engages her audience on all things marketing and leadership. Her latest books, "Leadership Philosophies from Unsung Leaders" and "Roanoke Fire and Rescue: Reflections of 150 Year History" are available. Visit [www.ChristinaMotley.com](http://www.ChristinaMotley.com)

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## **Availability**

Keynote, Panelist, Workshop, Author Appearance, Corporate Training

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## **Industry Expertise**

Advertising/Marketing, Business Services, Training and Development, Education/Learning, Social Media, Corporate Training, Writing and Editing, Direct Marketing, Market Research, Computer Software

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## **Topics**

Thought Leadership, Dealing With Change, Creating Compelling Content, Integrated Marketing Solutions, Fostering Customer Engagement, Digital Marketing, Visual Storytelling, Revenue Generation, Authenticity, Analyzing the Marketing Environment, Writing Effectively for Social Media and Traditional Media, Keys to Effective Leadership, Marketing, Public Relations & Advertising Demystified

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## **Affiliations**

American Marketing Association, Association Executives of North Carolina, Blogger, Association of Strategic Marketing, Bronze Member, ASPE-ROI, a division of Fortis College “ Digital Media Instructor & Contributing Author, Business Growth Network, Contributing Author, Career Pro, Inc., Board of Advisors, Carolina Business Connections, Contributing Author, Connected Women of North Carolina, Council for Entrepreneurial Development, Blogger, Digital Media Business Conference, Volunteer, Downtown Raleigh Alliance, Educational Think Tank, Girl Scouts of America, Lifetime Member and Gold Award Recipient, National Association of Professional Women, National Federation of Press Women & North Carolina Press Club, National Speakers Association, QIC Learning Instructor, Wake Tech Small Business Center Instructor, Team Cure Leukemia & Lymphoma Society, Transformed Leadership, LLC, Board of Advisors, Triangle Interactive Marketing Association, Wakefield Business Alliance, Member & Presenter

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## **Sample Talks**

### **How to Measure Your Marketing Efforts and Report Data**

How can marketers measure and report results to executive leadership teams when they face limited resources, tight deadlines and work overload? How do they make sense of and interpret the data across branding, lead generation, social media and public relations initiatives? Learn about best practices, hear case studies and discover the impact of score cards to measure data.

### **Analyzing the Marketing Environment**

Why does data matter and how does it come into play when you are developing a brand, a message or a strategic marketing initiative? Learn how customers, companies, competitors and corporate partners affect marketing strategy, why marketers must consider macro-environments when making decisions, difference in generational cohorts and more.

### **How to Develop a Marketing Plan for Your Small Business**

This workshop will walk participants through each step involved in developing an effective marketing plan for their own businesses. This practical, how to session will discuss writing a situational analysis, creating primary marketing goals and objectives, analyzing the market environment, identifying marketing strategies, producing a marketing action plan, crafting a budget and measuring results with Key Performance Indicators. Workshop attendees will leave with an outline, roadmap and practical tools, as well as in-depth understanding, of how an effective marketing plan can expand their knowledge and propel their company.

### **Keys to Effective Leadership**

Jim Collins said it’s no longer enough to be a good leader or business. You must be great. Emerging author Scott Stratten said now it’s no longer enough to be great. We must aspire to be awesome. This seminar debunks the myths about what leadership is and is not, shares 10 values all awesome leaders embrace, captures 15 things successful leaders do automatically, every day, touches on three-time successful entrepreneur Christina Motley’s 5 guiding leadership principles, and brings it home with 11 simple concepts to become a better leader.

### **Embracing Social Media**

Ready to dive into the world of social media but do not know where to start? In this session, you will learn about social media platforms, their capabilities and best practices for each. Learn what can work best for you and your unique business needs.

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## **Past Talks**

**Critical Communication and Leadership Skills for Business Success**  
Skills for Business Success

**How to Measure Your Marketing Efforts to Maximize Business Growth**  
Business Success

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## **Education**

**Virginia Tech**  
Bachelor of Arts Communications (Journalism) and English

**Saint Louis University**  
Executive Certificate Internet Marketing

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## **Accomplishments**

**The National Federation of Press Women (NFPW) 2014 Communications Contest**

Third place nationally as the highest-award winner, along with a \$100 check,  
> Three first place awards: marketing a new service, direct mail marketing and a media kit,  
> Two third place awards for community relations and writing for the web, and  
> Honorable Mention for a corporate social media campaign.

**North Carolina Press Club (NCPC) Annual Communications Contest**

Awards received included First Place Awards across 11 categories for writing and editing for the web, speech writing, report writing, headline writing, blogging, community relations, social media campaigns, marketing programs, direct mail marketing and public relations.

**North Carolina Chapter of the Public Relations Society of America (PRSA)**

Silver InSpire Award of Excellence --

Motley won the award for the integrated marketing plan and strategies she created and implemented for her own company, Christina Motley, LLC

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## **Testimonials**

**Joe Vaughn**

Christina is a very strong marketing and communications professional. She worked on numerous communication projects for me at Advance Auto Parts. She was originally brought in on a contract basis and performed so well she was quickly elevated to a full time management position.â€•

### **Olalah Njenga**

“Christina is a talented marketing professional whom I’ve had the pleasure of collaborating with for a strategic project requiring a detailed approach. Her thoroughness and ability to anticipate next strategic steps is impressive. She has a sharp mind, keen insight and the ability to make a plan flexible enough to bend with the shifts of an industry. Christina is a marketing marvel and I am proud to share the marketing space with such a talented professional.”

### **Diane Kuehn**

“As part of our team, Christina consistently demonstrated that she is a hard worker and is extremely goal-oriented. Her work ethic is admirable as is her focus and desire to deliver beyond expectations.”

### **Jill Loope**

Christina is a true marketing and public relations professional. She has outstanding writing and design skills and I have been very pleased with the high quality results. Her natural ability to assess various situations and bring together an effective implementation strategy has been a tremendous asset for her clients.”

### **Heather D. Browning**

“Christina Motley and her teams are creative geniuses, branding an image for the Town of Blacksburg that is precisely in line with our Town Council’s strategic goals. Christina provides turn-key solutions “ from conception to final product, making the process very easy “ and hold customer satisfaction in highest regard.”

### **Margaret Barchine, APR, RYT**

“Christina Motley is a self-motivated individual with a breadth of experience in marketing and communications. She is conscientious, pays attention to detail and is a creative problem solver. She is an asset to any company that is looking to succeed.”

### **Tom Byrnes**

“Christina is an excellent speaker and customizes her presentations very well to the specific audience. She has great marketing experience, especially in the area of social media.”

### **Karen Stone**

“Christina is a gifted marketer and speaker. I had the pleasure of hearing Christina speak at a recent American Marketing Association event and was immediately inspired by the significant contributions she is making on behalf of the Triangle Chapter. Her enthusiasm and energy are contagious. If you have the opportunity to work with Christina as a volunteer or to engage her as a speaker, jump at the chance. You’ll be glad you did!”

### **Elaine Loyack**

“Christina’s expertise and talents reach beyond social media. She developed a holistic marketing strategy. She proved a timely and responsive communicator and handed us her deliverables ahead of schedule. Her high level of fluency in her subject matter was translated into support documents she created for us to use that broadened our own understanding. Lastly, Christina was fun to work with and patient as we moved along our learning curve. The breadth of her professional relationships is yet another testament to her likable personality and integrity.”

**Sean Peters**

“Her attention to detail, leadership responsibilities, abilities to work with a team and listen to client needs allow her to find creative solutions and do an exceptional job. Christina not only gets the job done, but always keeps the client in mind and never forgets the big picture of the business’s™ goals and objectives.”

**Sue Polinsky**

“Christina has a lot of energy and solid goals for social media marketing. She also has good knowledge of marketing and applies that to nonprofit organizations. She enjoys new projects and tackles them wholeheartedly to make them work for the business needs.”

**Lynn Nystrom**

“Christina has helped to brand and develop marketing and communications programs for several departments at Virginia Tech. She builds long-term relationships with her clients and develops strategies that meet both short- and long-term needs. I highly recommend Christina to lead your marketing and communication needs.”

**Ronnie Duncan**

"Christina drives business results and online community engagement by identifying strategic topics and writing targeted, online SEO content. Her first two blogs increased our readership and website traffic by more than 400%. She also did a great job while simultaneously tweeting two brands from two voices, pulling it off seamlessly. If that wasn't enough, she was able to leverage the content to create another four blogs. Christina has a strong work ethic, a capacity for powerful branding, and delivers valuable content, fast."

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