

# **Debbie Horovitch**

**Social Media Concierge, founder at Social Sparkle & Shine**

Toronto, Canada Area, ON, CA

Social Media Concierge: Strategy, SEO Content, Community & Reputation Management. Social media for special events, launches & galas.

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## **Biography**

Everyone needs a little help with social media from time to time. It's all about community, and we're here on your side – reach out to us anytime you need help with brainstorming, strategizing or if you just need a short-term or part-time manager to get it done for you.

Social Sparkle & Shine is a social media agency, providing clients with the social media services, professional contacts and media campaigns they need.

#### Career Highlights:

2011

- Keynote speaker: mobiZONE Canada agency launch event at Fairmont Royal York
- Guest Lecturer: “Social Media Marketing”, University of Toronto V6
- Panel Moderator: American Marketing Association Social Media Sig Event
- Toronto Star / Speak Your Mind Election community blogger
- Princess Margaret Hospital Foundation Firefighter Calendar guest judge
- Speaker: Social Media Marketing for Business, for Hong Kong Canada Business Association
- NXNEi Liveblogging event team, #2 event Tweeter midway through NXNEi volunteering
- Guest Lecturer: “Social Media Marketing”, U of T V5
- PodCamp Toronto Session: "Making The Most of Your (Tiny!) Facebook Ad Budget"  
<http://2011.podcamptoronto.com/>
- Social Media Week Toronto #2 Worldwide Tweeter

2010

- Guest Lecturer: “Social Media Marketing”, U of T V4
- USF Masters Certificate in Internet Marketing courses
- Guest Lecturer: “Social Media Marketing”, U of T V3
- Speaker: “Social Media for Career Development”, networking group
- Guest Lecturer: “Social Media Marketing”, U of T V2
- Speaker: “Tweeting Your Way To Success”

2009

- Speaker: “Google & Your Reputation Management”
- Guest Lecturer: “Social Media Marketing”, University of Toronto V1

2007

- Visa Grocery credited as “Using Eyes-on-the-Prize Tactics”

2004

- Winner: “Best Use of Newspaper” Rogers Cup

2001

- International media purchase management targeting IOC members, representing the Toronto 2008 Olympic bid

1997

- Direct regular client contact with current Canadian Prime Minister Stephen Harper, representing NCC
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## Availability

Author Appearance

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## **Industry Expertise**

Social Media, Media - Online, Advertising/Marketing

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## **Areas of Expertise**

Social Media Marketing, Social Media Outreach, Social Media Development, Public Speaking, Teaching/Mentoring

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## **Affiliations**

BizLaunch  
Toastmasters International  
Sprouter  
OSEB, Newcomer Startup

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## **Education**

**University of San Francisco**  
Masters Certificate Integrated Online Strategies

**Humber College**  
Diploma Awarded Advertising Media-Sales Program

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