

# **Fauzia Burke**

**Founder and President at FSB Associates. Web Publicity and Social Media**

Greater New York City Area, NJ, US

Founder & President of FSB Associates. Online Publicity and Social Media for Books and Authors

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## **Biography**

Fauzia Burke is the Founder and President of FSB Associates, an Internet marketing firm specializing in creating online awareness for books and authors.

From the company's inception in 1995, Fauzia has been a trendsetter in developing integrated online marketing campaigns for authors and publishers alike. FSB has played a role in the success of numerous chart-toppers, including novels by Daniel Silva, Mitch Albom, Michael Cunningham, Tana French, Barbara Delinsky, Jonathan Franzen, Sue Grafton, and Jacqueline Winspear; and nonfiction titles by Doug Stanton, Alan Alda, Barbara Ehrenreich, Dr. Arthur Agatston, Al Gore, Linda Greenlaw, Tony Horwitz, Richard A. Clarke, Vincent Bugliosi, Marlo Thomas, and Bob Woodruff.

Before starting FSB Associates, Fauzia worked for John Wiley and Henry Holt. She lives in Basking Ridge, NJ with her husband and two daughters.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Corporate Training

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## **Industry Expertise**

Publishing, Advertising/Marketing, Public Relations and Communications, Social Media

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## **Areas of Expertise**

Digital Marketing, Social Media for Authors & Publishers, Amplify Branding, Book Marketing, Online Publicity Campaigns for Authors & Publishers, Social Media Branding, Audience Development Strategies

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## **Affiliations**

Women's Media Group

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## **Event Appearances**

**How Searchers Become Readers: Audience Insights From Google**

Digital Book World Discoverability & Marketing Conference

## **Book Marketing Online**

Women's National Book Association NYC Chapter Event Series

## Publicity for Authors

Comadres and Compadres Writers Conference

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## Education

Queen College

BA English

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## Accomplishments

### Founder and President – FSB Associates

FSB Associates is the premier Internet marketing firm specializing in creating online awareness for books and authors. Since the inception of the company in 1995, FSB has been a trendsetter in developing integrated online marketing campaigns for authors and publishers alike. At FSB, we believe that our experience and focus makes us the best at digital publicity. We integrate social media and web publicity seamlessly to develop campaigns that promote our clients' expertise as well as their books.

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