

# **Ja-Naé Duane**

**Director of Social Media at Overdrive Interactive**

Greater Boston Area, MA, US

Speaker; Educator; Strategist; Author: How to Start a Business w/\$100 & How to Create a Revolution; Helping you change the world

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## **Biography**

One-woman revolution Ja-Naé Duane stormed into the limelight at age 13 as an award-winning public speaker. Since then, the intrepid speaker, educator, strategist, social scientist, artist, and author of How to Start Your Business with \$100 has captured the media's attention, appearing in The Associated Press, NPR, Classical Singer Magazine, The Boston Globe, and Business Week. Her impressive skill set and unwavering commitment to improving the quality of life for the global community garnered Ja-Naé a nomination as one of New England's Most Innovative Leaders of 2007. Ja-Naé spearheads a plethora of ventures as CEO of Wild Women Entrepreneurs, CEO of Ja-Naé Duane Ventures, Co-Founder of the Massachusetts Artist Leaders Coalition, and Founder of The Leaders. Additionally, Ja-Naé is a professional opera singer, a social media strategist, and a faculty member at Northeastern University. Her latest book, "How to Create a Revolution: A Step-by-Step Guide to History's Social Influencers" can be found on Amazon and iTunes.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance

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## **Industry Expertise**

Business Services, Education/Learning, Corporate Leadership, Performing Arts, Training and Development, Professional Training and Coaching, Social Media, Non-Profit/Charitable, Women, Music

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## **Areas of Expertise**

Social Media, Entrepreneurship, Business, Marketing, Creative Leadership, Arts, Blogging, Productivity, Leadership, Leadership

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## **Sample Talks**

### **Leveraging Social Influence for Brands**

Word of mouth is marketing gold. When customers are passionate about sharing brand with others, it speaks volumes. Social media magnifies the potential of word of mouth. Today consumers can spread their endorsements to thousands of other people with just a push of the button. Social influence is now measured, tracked, and leveraged as an important part of marketing. Ja-Naé shares how to inspire excitement, engage customers and transform them into your brand evangelists, while measuring results.

## **How to Be the Change You Wish to See**

Every choice that you makes impact not only you, but others. Some you know and some you don't know. How do you make the right choices? How can one person empower others to make a positive change; to turn ones life around and be the change they wish to see in the world. Ja-Nae Duane walks through her journey and how she is helping others rise up and make a change for the better.

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## **Event Appearances**

### **Social Media 101**

New England Business Expo

### **How to Create a Revolution**

140 Characters Conference

### **Social Media Today**

Mashable International Day

### **No Money? No Excuse**

Spark and Hustle

### **How to Start Your Business with \$100**

Constant Contact

### **How Technology Can Help You (keynote)**

Tech Day Camp

### **How to Be the Change You Wish to See in the World**

SSWBN for the Educational Foundation

### **Advanced Social Media Marketing**

New England Direct Marketing Association

### **How to Start Your Business with \$100**

Believe, Inspire, Grow.

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## **Education**

### **Boston University**

AD Opera

### **Carnegie Mellon University**

MA Opera

**New England Conservatory of Music**

BA opera

**Northeastern University**

BA in Opera Music

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## **Accomplishments**

**Winner of 3 Awards for Campaign: Ban Asbestos Now**

IAC Award for Best Legal Website, Ban Asbestos Now, Winner

Web Marketing Association Award for Advocacy Standard of Excellence, Winner

Web Marketing Association Award for Legal Standard of Excellence, Winner

**Started Wild Women Entrepreneurs with \$100**

Started Wild Women Entrepreneurs with \$100 and grew it to 55 chapters in 7 countries.

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## **Testimonials**

**Sue B Zimmerman**

“Ja-Nae was a wonderful guest speaker for B.I.G. (Believe, Inspire, Grow). B.I.G is a women’s support, education and networking organization that embraces women’s desire to connect with each other. Ja-Na facilitated a social media content driven meeting which will help members reach their personal and professional goals.”

**Melki Ko**

“Speakers at conferences usually focus in delivering the information that they forget to engage with their audience. Great speakers should be able to help the audience to "understand" and "remember" what they had learned.

Ja-Naé is one of very few gifted speakers I have met who was able to articulate the discussion succinctly yet in a memorable way. She truly understands the concept of bridging the gap between the social media and business growth which is the fundamental concept many speakers fail to address.

I highly recommend Ja-Naé for her dedication and professionalism towards her work and people she work with.”

**Vicky Likens**

“Ja-Nae spoke at a conference I attended and she stood out above the other speakers with her "no excuses" approach. She was not only engaging, but provided succinct and actionable advice that was so easy to follow...great take aways for every business owner, whether they're just getting started or have owned a business for years. My favorite tip: "Break all the rules!" I love that...thanks, Ja-Nae! From one rule-breaker to another...thanks for all of your great advice!”

**Diego Vaccarezza**

“If there is one word to describe Ja-Nae, it’s passion. Ja-Nae is driven by the passion she has for the work she does. And there is no one that knows her way around the social sphere better than Ja-Nae. Bring those two elements together and you get a smart, strategic, committed, dedicated, and driven individual who honestly loves what she does.”

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