

Jason Keath

CEO at Social Fresh

Greater New York City Area, NY, US

Social Media Speaker and Analyst

Biography

Jason is the founder and CEO of social media education company Social Fresh. After graduating with a Bachelor of Fine Arts from the University of North Carolina Charlotte, he went on to work in leadership training and the agency world.

Jason worked for two agencies in North Carolina as a creative lead and social media expert before starting his own social media agency in 2008. After seeing the education gap first hand between a "want" for social media and the benefit/investment in social media marketing, it was clear a company like Social Fresh was badly needed.

Social Fresh is now almost four years old, hosting 15 social media conferences, hosting hundreds of thousands of visitors a month online, and creating a massive library of free and paid online social media training options for marketers.

Jason is also an industry speaker and analyst who has been featured on MSNBC, PBS, NPR and many other networks. He has also been featured in the NY Times, USA Today, Washington Post, and others. He has keynoted the popular European conference Internet Hungary, and regularly speaks at events such as Blogworld, GeoM, PRSA, AAF, Search Exchange and more.

His commentary on the industry can be found at SocialFresh.com and on [Twitter.com/jasonkeath](https://twitter.com/jasonkeath)

Availability

Keynote

Industry Expertise

Social Media, Public Relations and Communications, Advertising/Marketing

Areas of Expertise

Social Media Marketing, Facebook Marketing, Influencer Outreach

Affiliations

PRSA, AAF

Event Appearances

Social and Search, Q&A

Search Engine Marketing Association of Charlotte

Social for Small Business

Charlotte Interactive Marketing Association

Social Media As A Business Driver

National Association of Women Business Owners

The Future Of Advertising With Social

Atlanta Advertising Federation

Outsourcing Everything

Social Media Business Forum

Social Media ROI, Getting It Right

Search Exchange

Location Based Services, Where is the Money?

GeoM 2011

How To Leverage Influence

PRSA Charlotte

The State of Social Media

Webtrends Summit

How to Hire a Social Media Agency

Blogworld 2010

Social Media and the C-Suite

Blogworld 2012

How To Make Your Customers Love You

Southwest Airlines Communications Summit

The Future of Location Based Marketing

Internet Hungary

Yes, Your Corporate Blog Can Drive Business

Exploring Social Media

Blogging For Action

Podcamp

Better Corporate Blogging

Likeable U

ROI of Social Media

Likeable U

Facebook Ads Untapped

Blogworld

Education

University of North Carolina at Charlotte

BFA Graphic Design

Accomplishments

MSNBC Featured Analyst

Jason is a featured Facebook marketing expert on the MSNBC program "Your Business."

Testimonials

Dave Kerpen

Jason Keath delivered an impactful presentation at LikeableU.

He was one of the highest rated speakers of over 40 total presenters!

Peggy Fitzpatrick

I couldn't take notes fast enough.

Stephanie Bridges

He packed the house and delivered an insightful presentation which was the most quoted of the day. Jason has the unique talent of taking very complex topics and making them real to an audience.

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