

# Jason Keath

CEO at Social Fresh

Greater New York City Area, NY, US

Social Media Speaker and Analyst

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## Description

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](http://SocialFresh.com) and on [Twitter.com/jasonkeath](https://twitter.com/jasonkeath)

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## Availability

Keynote

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## Industry Expertise

Social Media, Public Relations and Communications, Advertising/Marketing

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## Topics

Social Media Marketing, Facebook Marketing, Influencer Outreach

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## Affiliations

PRSA, AAF

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## Past Talks

**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

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## **Education**

**University of North Carolina at Charlotte**

BFA Graphic Design

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## **Accomplishments**

**MSNBC Featured Analyst**

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

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## **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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