

# **Jeff Cutler**

**Content Specialist, Social Media Trainer at JeffCutler.com**

Hingham, MA, US

Experienced keynoter and trainer in all aspects of social media marketing and communication.

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## **Biography**

Jeff Cutler is a career communicator with a specialty in social media communication, training and strategy. Jeff has been a journalist for two decades and has also worked for a variety of businesses providing marketing materials in several formats.

Jeff has worked for NPR, the Boston Globe, Technology Review, Gatehouse Media and other news outlets. He's also been retained by Fortune 100 companies to assist them in social media engagement, content marketing and branding.

Jeff is the social media trainer for the Society of Professional Journalists, has spoken at Blogworld, the Association of Cable Communicators annual conference and dozens of other conferences and events. Jeff is a regular guest on radio and television programs across the country - providing analysis and commentary on social media business.

Jeff has a degree in Journalism from Northeastern University and lives near Boston, MA.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Author Appearance, Corporate Training

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## **Industry Expertise**

Social Media, Media - Print, Corporate Training, Writing and Editing, Advertising/Marketing, Consumer Electronics

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## **Areas of Expertise**

Reach the Media Using Social Media, Social Media for Business, Social Media for Journalists, The History of Communication

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## **Affiliations**

Society of Professional Journalists

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## **Sample Talks**

## **Where to Go and What to Know in Social**

Demystifying social tools and illustrating how business professionals can use them to identify audiences and communicate with prospects, clients and customers.

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## **Education**

**Northeastern University**

**Bachelor of Science Journalism**

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