

# Jeff Gibbard

**Director of Marketing at True Voice Media**

Greater Philadelphia Area, PA, US

Rethinking business from the inside out | Customized integration of social technologies to drive unprecedented results.

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## Biography

### PASSIONATE

I live and breathe social media. Google+. Facebook. Twitter. Pinterest. Whatever innovation is next. I thrive on analyzing what's best for a business need and then teaching others how to use these tools to meet their specific goals--whether through my direct work with clients, through my blog, through speaking engagements, or through every day encounters with people.

You see, I believe that rather than keeping people apart, used well, social media actually tears down walls, builds community, and provides solutions. And the knowledge that I can contribute to this result inspires my work day in and day out.

### KNOWLEDGEABLE

I speak the language of business. I use social media strategically to accomplish business goals—not the other way around. Before founding True Voice Media, I earned my MBA, was a social media marketing strategist, and director of a social media practice group. I'm a living example of setting your mind to something, and achieving it, and that's what I want for my clients as well.

### SOCIAL

I listen to and love being with people. I'm enlivened by the energy that's created by engaging with others and the opportunity for personal growth. It's natural that I'd gravitate toward and specialize in social media, as it's constantly evolving, and well...social.

My company is founded on the belief that there's an exciting new paradigm of customer engagement in business: customers now have access to information, and at the same time, they can mold it, contribute to it, and participate in it. And the business that really understands this and views its customers as partners in this conversation, rather than bystanders, or worse, adversaries, is the business that's going to thrive.

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## Availability

Keynote, Panelist, Workshop, Corporate Training

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## Industry Expertise

Social Media, Advertising/Marketing, Business Services

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## Areas of Expertise

Social Business Strategy, Social Media Marketing Strategy, Social Media Strategist

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## **Affiliations**

CEO Intronet, Social Media Club

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## **Education**

**Drexel University - College of Business and Administration**

MBA Business Administration: Marketing

**Temple University**

BA Film and Media Arts

**Schreiber High School**

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