

Joy Pi

Senior Marketing Strategist at Corporate Insight

New York, NY, US

Brand and Digital Strategist at Corporate Insight

Biography

Joy Pi is a Senior Marketing Strategist at Corporate Insight. She has extensive experience in developing and implementing integrated marketing strategies with a focus on content marketing and social media.

Joy has lead research on a variety of topics including social media strategy, brand awareness and wearable tech. This guide is the result of her ongoing research into social platform innovations and the evolving role of social media in financial services.

Joy received a B.A. from Rutgers University in 2007 and holds a Masters from New York University in Integrated Marketing.

Availability

Moderator, Panelist

Industry Expertise

Advertising/Marketing, Non-Profit/Charitable

Areas of Expertise

Social Media, Brand Management, Digital Marketing

Education

New York University

M.S. Integrated Marketing

Rutgers University

B.A. Communication and Psychology

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