

LaShon Anthony

at visuals4u

Chicago, IL, US

Website Manager, Event Manager and Speaker

Biography

La'Shon Anthony is the owner of visuals4u, a consulting practice, and provides web development, marketing, event management, e-commerce and design solutions. She is also the Community Leader of Chicago.AnitaB.org and a writer, mentor & speaks around the Chicagoland area on business and tech-related topics. La'Shon is a founding member of the 2020 Women on Boards Chicago Campaign and an Advisory Board member for Project Education Plus.

For more information about La'Shon and her services, visit <http://www.visuals4u.com>.

Availability

Moderator, Panelist, Workshop, Host/MC, Corporate Training

Industry Expertise

Information Technology and Services, Business Services, Public Relations and Communications, Advertising/Marketing, Non-Profit/Charitable, Women

Areas of Expertise

Email Marketing, Fundraising, Marketing, E-Commerce Consulting, Mentoring, Social Media Management, Strategy Development, Design, Business & Strategic Planning

Affiliations

Chicago.AnitaB.org, 2020 Women on Boards Chicago Campaign

Sample Talks

Cracking the Code: Social Media 101

Starting a business is daunting. Adding a social networking plan can be time consuming, but it doesn't have to be. Learn to use Facebook, Twitter and LinkedIn in this beginner's social media workshop for business owners. Discover how to create an account and write an interesting profile. Bring your laptops or tablets to get started that day and increase your bottom line.

La'Shon Anthony of visuals4u has over 15 years of experience as a consultant for small businesses & non-profits.

Location: Jewish Vocational Services

Event Appearances

Panel Discussion Moderator

Black Panther Mix & Mingle - Chicago.AnitaB.org

ABI Communities - Panelist & Booth Volunteer

Grace Hopper Celebration

Educate. Empower. Transform. - Panelist

Women in Technology

Panel Discussion Moderator

FoodTech Holiday Style - Chicago.AnitaB.org

Women in Tech Reception

Women in Tech Reception - Illinois Technology Association

Information Session Presenter

Universities and Corporate Offices - ABI.Chicago

Women in Tech Breakfast

Women in Tech Breakfast - General Assembly

Presenter

Managing Social Media for a More Effective Crowdfunding Campaign

Presenter

Getting on the First Page of Google: It's Easier Than You Think

Event Organizer of Beginner & Advanced Sessions

Social Media Week at Roosevelt University

Social Media & Internet Marketing for the 21st Century

Creative Chicago Expo - Jewish Vocational Services

Presenter

Online Fundraising for Nonprofits - South Shore Arts

Presenter

The Digital Rules of Engagement - Social Media Week

Instructor

Social Media & Internet Marketing for the 21st Century - Social Media Week

Presenter

Boost Your Biz With Social Media - Social Media Week

Instuctor

Advanced Social Media Marketing for Small Business

Presenter

Baby Step Basics for Social Media

Presenter

Achieving Goals through Online Fundraising

Presenter

New Promotion Strategies for Different Results

Presenter

Taking Your Marketing Strategy from Print to the Internet

Presenter

Learn How to Build an Effective Web Site

Presenter

Web Design for Small Businesses - Part II

Presenter

Learn How to Build an Effective Web Site

Education

Roosevelt University

Bachelors Marketing

Loyola University
Certificate Graphic Design

Illinois Institute of Technology
Certificate Web Design and Application Development

Accomplishments

Web & PR Manager/DBSA-GC

- Website Management
- Graphic Design
- Public Relations
- Donor, Sponsor and Ad solicitation
- Volunteer Recruitment & Management
- Content Writing
- Press Release Development & Distribution
- Team Member Recruitment for Bank of America Marathon

Volunteer Service Award Recipient

Received an award from President Obama's Council on Service and Civic Participation.

PR Manager

Assisted a nonprofit organization with reaching their goal of raising over \$100,000 (for the first time) for their Black Tie Gala held in Chicago. La'Shon's responsibilities included:

- Securing a media sponsor
 - Publicity via the internet, radio and print
 - Securing a celebrity auctioneer
 - Press release development & distribution
 - Soliciting ads, donors and sponsors
 - Soliciting auction donations
 - Volunteer management
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Testimonials

LaShon Anthony

See my LinkedIn profile for recommendations and endorsements.

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