

Leslie Hancock

President and Founder at Crown Word Services

Austin, TX, US

Experienced content strategist, speaker and trainer.

Biography

Leslie Hancock is an independent communications consultant. Her areas of expertise include social media strategy and reporting, content development, and professional education.

Leslie has spent 18 years working with a variety of clients in fields that have included health care, high tech, educational publishing, and direct sales. Her current passion is social media marketing, and she enjoys helping companies establish or improve their social media strategy, implementation, and measurement.

Leslie holds leadership roles among Austin social media professionals, serving on the board of the Social Media Club of Austin as Sponsorship Chair and on the governing committee of Freelance Austin as its Social Media Coordinator.

Availability

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

Industry Expertise

Social Media, Education/Learning, Advertising/Marketing

Areas of Expertise

Communication, Social Media, Content

Affiliations

Social Media Club Austin, All Content Matters, Freelance Austin

Sample Talks

PowerPointless: Interactive Presentation Strategies to Engage Any Audience

Introduces a variety of tools and strategies that make an audience a part of the presentation.

Presents scenario-based ideas that break away from the boredom of the same old PowerPoint presentations that chain audiences' eyes and attention to the screen.

Demonstrates in a hands-on practicum how to implement a variety of visual and action-based audience engagement techniques.

Event Appearances

PowerPointless: Interactive Presentation Strategies for Any Audience
All Content Matters Series

Developing a Distinctive Online Voice
Wordcamp Austin

PowerPointless: Interactive Presentation Strategies To Engage Any Audience
RISE Austin

Education

Lamar University
M.Ed. Management and Leadership

University of North Texas
MA English

University of North Texas
BA English

Accomplishments

Moderator, Innotech e-Marketing Summit, Panel on Social Media Marketing
Agile Marketing: Adapt or Become Extinct in the Age of Social

Panelist, Texas State University Mass Comm Week

Have you ever thought about working for yourself rather than for “the man”? Whether you decide to branch out on your own or merely pick up work on the side to supplement your income, learn about the ins and outs of becoming an independent professional. If you’re interested in journalism, designing, writing, or advertising sales, join Leslie Hancock, Susan Lahey, and Lance Lawhon as they share their stories of being a freelancer/contractor.

Speaker, ACC Social Media Forum

Leslie will be discussing what it means to be a social media professional, how the field is growing and evolving, and how to get a job in social media in Austin. Using her perspective as a social media consultant and a board member for the Social Media Club of Austin, Leslie will cover trends, tools, and expectations for those who are already in the field of social business or considering entering it.

Panelist, Texas State University Mass Communications Week
Freelancing in journalism and mass communication

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