

# **Lina Duque**

**Social Media Strategist at Lina Duque Consulting**

Toronto, ON, CA

Social Media Advisor to CEOs & Academics | Speaker at universities & international forums | As seen in Harvard Business Review & Forbes

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## **Biography**

Lina Duque, MBA, is a social media strategist, university lecturer and international speaker and moderator. Her analysis has appeared in the Harvard Business Review, Forbes and the Globe and Mail. She is a sought-after advisor to C-suite executives, companies and universities on developing thought leadership through creating a strong and strategic digital presence. Lina is passionate about empowering women through helping them use social media effectively to raise their profile and advance their leadership and careers. She was recently featured in Metro Toronto newspaper for her work in that area. Lina is a frequent speaker on social media, personal branding and women's empowerment. Her speaking portfolio includes Harvard University, McGill University, University of Toronto, Lean In Canada, Ellevest Network (New York) and the World Communication Forum Davos (Geneva and Istanbul). Lina has an Executive MBA from the Ivey Business School, Western University.

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## **Industry Expertise**

Social Media, Professional Training and Coaching

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## **Areas of Expertise**

Social Media, Social Media & Branding, Personal Branding, Personal Brand & Professional Presence, Personal Branding for Career Success, Personal Branding Leadership, Social Media eMail and Content Marketing , Women's Development, Women & Leadership, Career Advancement, Career & Personal Success, Career & Life Intelligence for Women, entrepreneurship

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## **Affiliations**

Mentor, The DMZ, ranked top university-based business incubator in North America., Instructor "Digital Media Strategy for Leaders" at the University of Toronto, School of Continuing Studies.

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## **Event Appearances**

### **Speaker**

World Communication Forum Davos

### **Speaker & Moderator**

World Communication Forum Davos

**Speaker**

Building Online Presence to Enhance Your Career

**Speaker**

How Academics Can Use Social Media to Gain a Competitive Edge

**Keynote Speaker**

Women in Leadership Association Gala

**Speaker**

Leveraging Social Media for Career Success

**Speaker**

Using Social Media Strategically to Enhance Your Career

**Corporate Trainer**

How to use social media to gain a competitive advantage as a business leader

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**Education**

Ivey Business School, Western University

Executive MBA

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