

Mark Cenicola

President and CEO at BannerView.com

Las Vegas, NV, US

Mark strips away the hype and gives his take on technology and its use in establishing a better business online.

Biography

Before founding BannerView.com, Mark graduated Summa Cum Laude with an Associates of Applied Science degree in Computer Information Systems from Snow College. At Snow College he worked as a Network Administrator (Certified Novell Administrator) for the CIS department and helped develop the networking program previously in place at the college. After Graduation, Mark worked as a Network Engineer (Certified Novell Engineer) for the City of North Las Vegas responsible for helping with the design, layout and maintenance of a new multi-million dollar computer network. Mark was a shareware computer software author with titles written for both the Macintosh and PC which have been featured in magazines and CD-ROMs across the globe in places like Japan, France, and the US. Mark currently serves on the board of the Turnaround Management Association of Nevada. The Nevada Chapter is a member of the nationally chartered, Turnaround Management Association (TMA). TMA is the only international, non-profit association dedicated to corporate renewal and turnaround management. Mark also serves on the Las Vegas Chamber of Commerce's Business Council. The Las Vegas Chamber of Commerce is the third largest chamber in the nation with over 6,000 members. The Business Council provides oversight for some of the Chamber's most established and most popular events. Mark is also author of *The Banner Brand - Small Business Success Comes from a Banner Brand - Build it on a Budget*. Mark is an expert in his field and now speaks both locally and nationally on various topics within the digital marketing and small business spectrum. Such topics include but are not limited to blogging and email marketing, brand identity, SEO and small businesses, social media, and positioning a website on a limited budget.

Availability

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

Industry Expertise

Advertising/Marketing, Computer Networking, Computer Software, Information Technology and Services, Media - Online, Social Media, Public Relations and Communications

Areas of Expertise

Blogging, Email Marketing, SEO, Branding, Social Media, Viral Returns, Website Optimization, Ebusiness, Web Design, Small Business

Affiliations

Turnaround Management Association, Young Entrepreneurs Council, Las Vegas Chamber of Commerce Business Council

Sample Talks

Digital Marketing 101:Using Blogging, Email Marketing and Twitter to Build your [Personal] Brand
Companies have brands. Why not build your personal brand to benefit your company? Apply the techniques to effectively using Blogging, Email Marketing and Twitter to build a successful image within a company as well as presenting that image outside to the general business community. Discover how as Mark Cenicola of BannerView.com strips away all the hype and gives his take on building a brand that follows you no matter where you go.

Maximizing Viral Returns

When it comes to marketing, everyone wants to "go viral." Ensuring that you are best positioned by having the necessary infrastructure and plan in place to capitalize on a successful viral campaign is key to maximizing your business prospects and revenue opportunities.

The 3 R's of Building Your [Personal] Brand

Companies have brands. Why not have a personal brand? Apply the three R's to building a successful image within a company as well as presenting that image outside to the general business community. Discover how as Mark Cenicola of BannerView.com strips away all the hype and gives his take on building a brand that follows you no matter where you go.

Effective Use of Blogging & Email Marketing to Drive Traffic

Attendees will learn:

- 1.How a simple blog can boost your brand identity and build credibility
2. How email marketing can effectively get your message to your intended audience while branding you and your company simultaneously
3. How to leverage Twitter to amplify your message to reach a greater audience
4. Which technology is going to drive the next generation of Marketing

The 5 Things Every Small Business Owner Should Know About SEO

Search Engine Optimization (SEO) can be complex for many small businesses. But there are some key concepts that, while not entirely simple, are vital to understanding the importance of SEO. Mark will teach you the 5 things you must know to improve your web site's search engine rankings.

Event Appearances

Using Blogging, Email Marketing and Twitter to Build your [Personal] Brand
National Association of Pet Sitters Annual Conference

Beyond Expectations-Marketing BLAST OFF 2012
Urban Chamber of Commerce

Maximizing Viral Returns
Digital World Expo 2011

Overcoming Adversity

Teen Entrepreneurs Organization of Las Vegas

The 3 R's of Building Your Personal Brand

Las Vegas Chamber of Commerce's Business Education Series

Building Your [Personal] Brand

Bust Out Bootcamp Series

Using Email Marketing to Sell Your [Personal] Brand

Bust Out Bootcamp Series

Using email Marketing to Sell Your [Personal] Brand

Bust Out Bootcamp Series

Blogging & Email Marketing

Business Wire Phoenix Seminar

Education

Snow College

Associates of Applied Science Computer Information Systems

Accomplishments

TMA Nevada's 2009 Most Valuable Member

Recipient

2010 Las Vegas Chamber of Commerce's delegation of business leaders

Went to Washington D.C. as part of the 2010 Las Vegas Chamber of Commerce's delegation of business leaders to discuss issues with congressional leaders that are vital to business

Most Innovative Business of the Year

Mark was the driving force for achieving a nomination of Las Vegas Chamber of Commerce's 2009 Award.

Top 40 under 40

Recognized by In Business Las Vegas for 2010

Named as Visionary

Nevada Business Magazine-annual 20/20 Visionaries of 2009

TMA Nevada's 2009 Small Business Turnaround Professional of the Year

Nominated

**TMA of Nevada's 2008 Most Valuable Member
Nominated**

Testimonials

John F. D'Ariano

Having attended your session at the National Association of Professional Pet Sitters annual conference in Las Vegas we wanted to let you know how informative and valuable we found your presentation. We learned that it is not always necessary to spend the big bucks to get brand recognition and level the playing field. Thanks to the many ideas we picked up during your presentation we are looking forward to increasing our market share without necessarily having to increase our marketing and advertising budget. Thank you for putting together a comprehensive compact and informative program that enabled us to walk away with the knowledge we needed to take advantage of opportunities we failed to understand before attending your presentation.

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