

# **Neil Bhapkar**

**Director of Marketing at Uberflip**

Toronto, ON, CA

Don't worry, he'll call the next day! Make a date to have Uberflip's Director of Marketing ensure that your event content goes all the way

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Neil is responsible for overseeing the marketing team at Uberflip, and is tasked with attracting new customers and making sure they remain happy and informed customers.

Prior to joining Uberflip, Neil spent time focused on customer acquisition at global eBook seller Kobo, and online dating pioneer Lavalife. Neil's diverse professional experiences also touch on market research, pharma, and entrepreneurship in running his very own start-up almost a decade ago.

Neil has an MBA from the Richard Ivey School of Business to go along with his undergrad degree also at the University of Western Ontario.

Neil is a sports buff and enthusiast, but his glory days on the field and court are far behind him and now his athletic prowess mainly consists of fast-forwarding through games on PVR.

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

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Advertising/Marketing, Media - Online, Information Technology and Services, Social Media, Public Relations and Communications, Direct Marketing

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Online Media Planning, Media Strategy, Partnership Marketing, Web Analytics, Media Forecasting, Digital Advertising, E-Marketing and Commerce, Online Business Development, Brand Management, Affiliate Marketing

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## **How to Optimize your Content for Digital Audiences**

Digitizing your content takes more than turning your publication into a plain old PDF. Marketers, publishers and other content creators must leverage design and technology to keep things simple, clean, fast to load and appealing to digital audiences. During this workshop, Neil will explain how branding, font size, multimedia, pop-ups, layout, social media and other interactive tools can improve the look of your PDFs.

## **Why the Future for Marketers is in The Cloud**

In this seminar, Neil Bhapkar, Director of Marketing for Uberflip, will discuss the future of cloud computing, and what these trends mean for marketers. The presentation will include various infographics which provide insightful facts and figures about the adoption rates of cloud computing, the readiness of different markets, as well as some case studies on companies that have utilized the Cloud to their advantage.

## **How To Maintain Your Brand And Content Across Multiple Social Media Channels**

With the growing importance of social media, publishers, marketers and content creators in general face multiple questions. It's important to have content shared, but what does that mean to your brand? Join Neil as he explains how your company can track the effectiveness and ROI for social media strategies, and outlines some of the biggest mistakes that companies and organizations make when using social media.

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**The University of Western Ontario**  
Bachelor of Arts Business and Marketing

**The University of Western Ontario - Richard Ivey School of Business**  
MBA Business, Marketing and Communications

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**Director of Marketing – Uberflip**

Uberflip empowers marketers, publishers, professionals, educators and corporations with the tools to produce, distribute and track their content on any web enabled device. Our web based software-as-a-service platform converts a PDF into an interactive Flipbook experience where embedding links, integrating with social media and adding videos is just the beginning. Uberflip offers you the easiest way to supercharge your PDFs – making them more interactive, accessible and trackable.

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