

# **Pamela Starr**

**Keynote Speaker & Business Consultant at  
www.PamelaStarrOnline.com**

Orlando, FL, US

Leading Authority on Customer Loyalty

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## **Biography**

Pamela Starr is a leading authority on building customer loyalty. A sought-after keynote speaker, Pamela also consults for brands and elite performers. She helps them achieve more measurable and profitable results from their digital and offline communication programs. For all her clients, she delivers real-world tools and strategies that drive stellar results.

Pamela is known to many in the business community for her prior role as corporate Director of Product Training for North America at Constant Contact. In that position, she directed the training activities that showed thousands of small businesses and non-profit organizations how to improve their digital media marketing efforts.

Pamela has dedicated her entire career to helping businesses and top performers grow. She has trained, coached and delivered keynote presentations to more than 80,000 professionals at more than 500 events. In addition, she has logged more than 30 hours of live national television appearances.

Pamela has a bachelor's degree in Advertising from the Florida State University and completed graduate-level studies in Communication at the University of Central Florida.

You can connect with Pamela on her website: [www.PamelaStarrOnline.com](http://www.PamelaStarrOnline.com) or through Twitter: @PamelaStarrFL.

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## **Availability**

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

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## **Industry Expertise**

Training and Development, Program Development, Media - Online, Corporate Leadership, Social Media, Business Services, Information Technology and Services, Events Services, Advertising/Marketing, Direct Marketing, Public Relations and Communications, Non-Profit/Charitable, Writing and Editing, Retail, Market Research, Professional Training and Coaching, Recruiting

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## **Areas of Expertise**

Corporate & Business Strategy, Consulting Management, Recruiting and Managing Resellers, Email Marketing, Engagement Marketing, Event Marketing, Online Marketing for Nonprofits, Social Media Marketing, Keynote Speaking, Franchise Leadership

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## **Affiliations**

American Mensa, SCORE

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## **Sample Talks**

### **Engagement Marketing**

This presentation will help your audience understand how the marketing landscape for small business has changed and how to make that change work for them. We will focus on key ideas such as, word of mouth in a social world, the engagement marketing cycle, and how your audience can use that engagement to drive social visibility that will bring customers back through their door and introduce new prospects to their business.

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## **Education**

### **Florida State University**

B.S. Advertising

### **University of Central Florida**

Graduate Studies Communication

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## **Testimonials**

### **Jonathan Kateman**

Pamela is an exceptional leader, but also an individual contributor willing to roll-up her sleeves to get the job done. She excelled at every opportunity presented to her at Constant Contact and was always ready to take on more. When she worked directly for me, she was focused on developing and implementing marketing strategies to drive increased engagement in our base as efficiently as possible. In this role, Pamela was an exceptional Marketing Strategist. She demonstrated a unique ability to leverage her own extensive insights and experience as well as to supplement those with in depth analysis of complex data sets. She was always able to find the insights buried in the information; honing in on the critical learnings while dismissing the noise.

She was always willing to step in as a player as well as a coach on her own team. She's also extremely collaborative, and I was always impressed with how well she could work with disparate individuals both internal and external to the company. She is truly an exceptional leader who has demonstrated an incredible ability to understand markets, develop cohesive marketing strategies and then put the pieces in place to implement those strategies to win. She would be an invaluable asset to any organization.

**Richard Israel**

Pamela Starr is a rare leader who actually does what she says she will do. Doesn't pay lip service, never over promises - she just simply delivers again and again and again.

In the five years Pamela managed teams under my group, she was consistently a top producer whether as an individual or in managing a team. She has a certain knack for onboarding new team members and making them feel comfortable, well coached but not over managed. She excelled at achieving the most important targets without losing site of even the little things - those little things that matter collectively. Pamela is not afraid to stand up and be accountable when necessary and she doesn't shy away from the biggest challenges. When things around her may look insurmountable - it doesn't faze her she just keeps on going. I give Pamela the highest recommendation I can give anyone. If you are serious about bringing in top talent - then you better not walk - you better sprint - because Pamela is one in a million.

**Hal Finkelstein**

On more than one occasion, Pamela has been a keynote speaker at our annual success summit. She is always an audience favorite. Pamela takes the time to learn our attendees needs and as a result, she is able to engage with them in a way that makes them feel connected to her. Her message is inspirational, but she delivers actionable strategies that arm our attendees for long term success.

**Wendi Caplan-Carroll**

Pamela Starr is by far one of the most experienced and knowledgeable experts on the SmB market. She understands what makes small business owners tick and with that how to market engage with with them effectively. Working together I learned that Pamela is an expert leader who can take very complex situations and break them down with a clear strategy and metrics to define success. She articulates with passion and clarity when she is on stage delivering her keynotes to audiences across the country. I was honored to work with her and highly recommend her!

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