

# **Robbin Block**

**Marketing Strategist, Author and Radio Show Host at Blockbeta**

**Marketing**

Seattle, WA, US

Engaging and motivating speaker on marketing, social and mobile

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## **Biography**

Marketing strategist Robbin Block integrates the best of traditional and new media like nobody's business. Engaging and often humorous, she combines a dash of economic theory with a healthy dose of NY skepticism.

She's taught at the university level, and has consulted and worked for companies of all sizes and types. She's also the author of "Social Persuasion: Making Sense of Social Media for Small Business". And the host of radio show "Minding Your Business" aired in Seattle on Money Radio 1300 KKOL every Saturday from 1-2pm.

Robbin has an MBA from Boston University and a BA in Economics from the State University of New York at Albany. As a SCORE counselor on marketing and the Internet, she's worked with hundreds of small businesses and startups since 2003.

Robbin gives engaging and motivating presentations on entrepreneurship, small business strategy, Internet marketing, mobile marketing and social media providing practical tips and tools her audience can put into practice immediately.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Author Appearance

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## **Industry Expertise**

Advertising/Marketing, Internet, Direct Marketing, Business Services, Wireless, Social Media

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## **Areas of Expertise**

Marketing Strategy, Social Media, Web

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## **Affiliations**

SCORE

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## **Sample Talks**

## **Slay the Social Media Dragon**

Using social media for marketing is like trying to conquer a many-headed beast. Win your battle by learning strategic and practical ways to use it.

This quest will lead you to:

- \* Understand when to use it among other promotional tools
  - \* Find treasure in niche social sites that attract your audience
  - \* Learn how to measure results, so you'll know if it's working
  - \* Low-budget, online resources to save time and increase impact
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## **Event Appearances**

### **Title**

Toastmasters District 2 Conference

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## **Education**

### **Boston University**

MBA Marketing | Operations

### **State University of NY at Albany**

BA Economics

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