

# **Romona Foster**

## **Social Media Trainer at Social Media How To's with Romona**

Washington D.C. Metro Area, DC, US

Highly endorsed social media trainer teaching professionals how to leverage and brand their businesses through the use of social media!

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## **Biography**

Romona Foster is a social media trainer and consultant teaching small businesses and nonprofits how to leverage and brand their business through the use of social media. She is an engaging speaker who is passionate about all things related to social media marketing. She trains groups on how to use LinkedIn, how to market their business on Facebook, all about Twitter, Instagram, the best practices of Email Marketing, Online Marketing, and Personal Branding.

She was listed as one of the “best in tech” at DC Web Women’s Code(Her) Conference. She was a guest content strategy speaker for the Code(Her) Conference, has spoken to thousands of small business owners – and, conducted workshops and webinars for several organizations including: for ACT-IAC, the U.S. Small Business Administration (SBA) and AARP, Bowie State University College of Business, the Greater Brookland Business Association, the Greater Washington Hispanic Chamber of Commerce & Arlington Economic Development’s BizLaunch, the National Association of Real Estate Brokers, Google, the Institute for Supply Management – Northern Virginia, the National Sales Network DC-Baltimore chapter, the Delta Research and Educational Foundation, the DC Chamber of Commerce, the Microsoft Store, Silver Spring Women’s Business Owners and Social Media Week DC.

Romona has also served as a small business coach at Congresswoman Eleanor Holmes Norton’s Small Business Fair, a guest panelist for SCORE’s Grow Your Business Conference & Expo “Affordable Marketing and Sales Strategies for Small Business”, Maryland Hispanic Business Conference “Reach & Sell to the Hispanic Market” and National Black MBA Association, Inc. Washington DC Chapter’s Pre-Conference Career Expo: “Using Social Media Networking to Advance Your Career” and “Branding: What Sets You Apart From Other Job Seekers?”

She was a guest on the BMore Lifestyle television show, has recorded five radio promos on Clear Channel Media + Entertainment's WASH-FM (97.1) for Constant Contact and has twice been featured on Morgan State University’s WEAA 88.9 FM’s Briefcase Workshop Radio program.

Romona is a Constant Contact Authorized Local Expert, certified Social Media Marketing Presenter, and Email Marketing Trainer.

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## **Availability**

Panelist, Workshop, Corporate Training

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## **Industry Expertise**

Professional Training and Coaching, Social Media, Advertising/Marketing, Education/Learning

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## **Areas of Expertise**

Social Media Marketing, LinkedIn, Facebook, Twitter, Instagram, Email Marketing, Social Media & Branding, Personal Branding, Branding, Social Media eMail and Content Marketing , Social Media & Content Marketing for Business and Non-Profits, LinkedIn Consultant, LinkedIn Consulting

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## **Affiliations**

Authorized Local Expert, Constant Contact, Social Media Presenter/Trainer, Constant Contact, Email Marketing Presenter/Trainer, Constant Contact, Director of Administration, National Sales Network (NSN) DC/Baltimore, Past Member, Association of Briefing Program Managers (ABPM), Past Member, International Special Events Society (ISES)

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## **Sample Talks**

### **Leveraging the Power of LinkedIn: Personal Branding for Sales Professionals**

During this hands-on training, participants learn how to: enhance their personal brand, generate an endless supply of leads, manage their online reputation, highlight their strengths, and make important connections.

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## **Event Appearances**

### **Using Social Media Strategies to Expand Your Business (Seminar Presenter)**

Marketing To Grow Your Business

### **Affordable Marketing and Sales Strategies for Small Business (Panelist)**

Grow Your Business Conference & Expo

### **The ABC'S of Social Media and How to Utilize It for Your Business (Webinar Presenter)**

Webinar in association with AARP, the U.S. Small Business Administration (SBA)

### **Managing Social Media in 60 Minutes ... or Less! (Content Strategy Speaker)**

DC Web Women's Code(Her) Conference

### **How to Reach & Sell to the Hispanic Market (Panelist)**

Maryland Hispanic Business Conference 2013: The Real Stimulus Behind Maryland's Growing Economy

### **How to Market Your Events for Maximum Exposure & Profit (Seminar Presenter)**

National Association of Real Estate Brokers' (NAREB) 67TH Annual Conference

### **Developing Social Media Content for Supply Chain Management (Speaker)**

Institute for Supply Management - Northern Virginia Chapter

### **Google Partners Connect (Facilitator)**

Achieve Success On The Web With Google

**Leveraging the Power of LinkedIn: Personal Branding for Sales Professionals (Workshop Leader)**

National Sales Network (NSN) DC-Baltimore, Professional Development Workshop

**Using Social Media Networking to Advance Your Career (Panelist)**

National Black MBA Association 2012 Pre-Conference Career Expo

**Branding: What Sets You Apart From Other Job Seekers (Panelist)**

National Black MBA Association 2013 Pre-Conference Career Expo

**How to Manage Your Social Media In 60 Minutes or Less (Webinar Presenter)**

The Greater Washington Hispanic Chamber of Commerce & Arlington BizLaunch

**Grow Your Business with Email and Social Media: Simple Marketing Strategies for Small Businesses and Nonprofits (Seminar Presenter)**

2016 Congresswoman Eleanor Holmes-Norton's Annual DC Small Business Fair

**Social Media Marketing Made Simple (Seminar Presenter)**

Grow Your Business with Email + Social Media

**Discover the Power of Twitter Tweet-A-Thon-Style (Workshop Leader)**

Social Media Week DC 2013

**Facebook Boot Camp: Your Personal Profile for Business (Workshop Leader)**

Small Business Week: Social Media Training for Business

**Online Marketing + Social Media: Amplify Your Personal Brand (Workshop Leader)**

Small Business Week: Social Media Training for Business

**Social Media Marketing Made Simple (Seminar Presenter)**

J Chase Group Social Media Series sponsored by Constant Contact

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**Testimonials**

**Jose M. Chavez**

Romona participated in our marketing panel for the annual Maryland Hispanic Business Conference and provided in-depth technical content in regards to social media and event management. The attendees provided positive feedback and were content with the seminar. I would definitely ask Romona to provide further assistance and participate in future training work shops.

**Candice Charles, MBA HRM**

“Romona provided our members with tools for building online brand to assist with advancing their careers. She is extremely knowledgeable in social media and professional branding.”

**John W. Watson, Jr.**

Romona Foster is the best in the business when it comes to Social Media. I highly recommend any classes you can find that Romona teaches. Romona has been a blessing to all of my business needs.

**Desiré P. Grogan**

Ms. Foster is adept and versatile in addressing the adult learners' need to be goal-directed, self-directed, and practical with regard to applying their computer skills to everyday life functions. Ms. Foster consistently demonstrates the competence and patience to deliver quality instruction while meeting individual learning needs. The success of her teaching style is fully attested by the volume of written and verbal feedback from our customers who highly applaud Ms. Foster's ability to engender and maintain a vibrant learning environment!

**Cynthia Weekes**

I found Romona's services through LinkedIn and we established a relationship using this format. I am Chairman of Membership for the National Sales Network, Washington, DC/Baltimore chapter. Recruiting and maintaining membership for any non-profit association is challenging. Romona's master of social media techniques enabled me to more than double membership in a three month period of time. She also is a great strategist and thinks out of the box with new, fresh ideas. I would recommend Romona for any organization who needs to recreate and enhance their branding and visibility. She gives more than 100% into any task she undertakes.

**Greg Hunter**

I had the pleasure of attending a LinkedIn Symposium given by Romona (Admintech Consulting). Her knowledge and insightful techniques helped me to improve my use of this "HOT" social media business tool to generate more contacts, quality leads, and increase more business with 501(c) 3 non-profit organizations.

**Joe Bernstein**

Romona has helped me tremendously. I have attended several of her events and trainings and yesterday we had a 3 hour social media consultation session. She taught me how to really leverage all of the work I've done on Facebook to promote awareness of my business. I learned lots of little tricks and tips that I had never thought of before and will have an impact on my Facebook presence. We spent the majority of our time focusing on LinkedIn, as this is the social media platform that I am most unfamiliar with. Wow, I really have a very detailed understanding of how to make my profile align with my level of expertise and experience. Additionally I now feel confident engaging potential referral partners and potential clients via LinkedIn. There is no doubt that this 3 hour session is going to have a huge impact on my business in the coming months and years. My confidence after this session to utilize this powerful network is beyond what I would have expected. She really knows what she is doing and is so easy to work with.

**Jam Kendrick**

Romona taught a very informative social media class. Her content was very interesting and the class was engaged. I can't wait to apply what I've learned in my day to day activities on social media. I highly recommend her for your next educational training.

**Jacque Leeper**

Romona Foster is an organizational masterpiece. She is an excellent manager and an outstanding problem solver. Her creative solutions match her skill set in terms of technology expertise and interpersonal skills. Her intelligent wit draws people to her.

Romona's attributes also provide her with the instructional ability and patience to train others in the use of technology and management skills. She is a pleasure to know personally and a highly effective professional.

**Alisa Smedley**

Training yesterday was AMAZING!!! Romona is the real thing. Creative, professional, and easy to communicate with. As a business woman it is very refreshing to "link" with another creative person who also has the marketing and technical understanding. I want this collaboration to last for years!!! I've been on the phone all morning telling others about this talented woman.

**Marya Michael**

Romona brings a great deal of business expertise and knowledge to her trainings. She was extremely helpful in taking our class step by step through a technology process that I never would have figured out (or been motivated to) on my own.

**Alexandra Nassau-Brownstone**

As a volunteer instructor in computer literacy for Byte Back DC, Romona was always incredibly dedicated and passionate about her students at Faircliff Plaza West Apartments. Romona worked hard to ensure that each participant got as much out of the classroom experience as possible. Her students loved her classes and hope to continue working with her in the future. We thank her for her commitment to teaching.

**Bill Jones**

Romona is a super talented Social Media expert. Our brand has improved vastly with her expert analysis of our old product and development of our new presence in social media. I highly recommend Romona! She is a great asset to our organization.

**Justin Horton**

I attended the workshop "Leveraging the Power of LinkedIn: Personal Brand for Sales Professionals." Mrs. Foster was my instructor and I really enjoyed her presentation. She was very knowledgeable about LinkedIn along with other social networks and had a great sense of humor which made the class entertaining. After going to the workshop I feel more confident with using LinkedIn.

**Felici Brown**

Romona is a pro at navigating Social Media. The LinkedIn workshop she conducted for the National Sales Network Association's DC/Baltimore chapter was very informative and valuable to developing an understanding of how to utilize all the features on LinkedIn.

**Berendia Jackson**

I recently attended a training by Romona at the NSN. She was very informative regarding leveraging LinkedIn to enhance your personal brand. I would highly recommend that anyone attend her sessions.

**Dorothea Brady**

“Romona is a fabulous instructor. I was her student in a class along with about 15 others. Her information is clear, very helpful, and she made certain that everyone in the class understood and participated. She has a good sense of humor, she is smart, and she has lots of energy. I felt lucky to learn more about social media and linkedIn from her. She really knows her stuff. I highly recommend her.”

**Flavia Campos**

“Romona is very attentive to her student's needs and throughout her class I felt she made sure we all got what we went there for and even more. I learned a lot and I can't wait to go back for part II. I also felt less intimidated about social media to the point that made me wonder why I didn't do that before.”

**Desiree French**

“I had the pleasure of meeting Romona at a LinkedIn seminar. The class was amazing! I went equipped with specific questions that needed answers, and she provided them. In addition to being very knowledgeable of this social media tool, she's a sharp, engaging instructor who managed to hold her students' attention. In fact, I've already inquired about the Twitter class that she will be teaching in January 2013...”

**Sylvia Baffour**

“I thought I knew quite a bit about social media tools before I met and worked with Romona. It wasn't long in working with her before I found myself learning new and useful things that proved to enhance my company's social media presence. She's very personable, savvy and results oriented and I would recommend her to anyone looking to enhance their social media presence and success in the marketplace.”

**Beverly A Coleman**

“Ms. Foster used her in-depth knowledge of professional social networks to provide me with exceptional guidance in improving my LinkedIn profile. I now have a profile that more accurately reflects my professional experience, my management skills, and my administrative strengths. Because of her encouragement and creativity a networking idea was turned into a networking opportunity!”

**David Hardy, Jr.**

“Without Romona, I would not be in the position I am now. Her unbelievable critical thought to create a profile for me that allows employers to have a comprehensive view of my professional experience is nothing short of amazing. She spent significant time with me and pushed me to think about all of the attributes that I wanted to be reflected in my professional resume. From there she was able to take all of the information create a masterful document that has opened many doors for me. I highly recommend her services!”

**Brian Smalls, CPA**

“I knew about LinkedIn. However, I had no idea how it would benefit me. I took the two classes that were offered...and a whole new world was opened to me. She [Romona] was very knowledgeable, pleasant, patient, and answered all of our questions with clarity. I would recommend that anyone who wants a full understanding and working knowledge of LinkedIn attend her classes. What I learned was invaluable. Thanks so much Romona. Now I look forward to going into the LinkedIn Network.”

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