

RuthAnn Wiesner

CEO/Owner/Marketing Maven at RAW Marketing, LLC

Greater Chicago Area, IL, US

Owner/CEO of RAW Marketing

Biography

As her business card states, Ruth Ann is RAW Marketing's "Principal Cleaver Heaver". This describes the no-nonsense approach that she takes with every aspect of the creation and operation of RAW Marketing. This trend-savvy company provides a much-needed service for businesses and entrepreneurs who lack the budget or manpower to consistently and effectively market or brand their business.

Highlighted as one of the Top 125 Women Entrepreneurs for the Chicago area, Top Mompreneur of 2012, and recently a finalist as one of the Top 25 Awesome Mom-Based Biz in Chicago, Ruth Ann has burst onto the scene with her creative and innovative marketing techniques.

Availability

Moderator, Panelist, Corporate Training

Industry Expertise

Advertising/Marketing, Social Media, Public Relations and Communications, Travel and Tourism

Areas of Expertise

Social Media Marketing, Online Marketing, Public Relations, Publicist Services, Identity Branding

Affiliations

Women In PR, Social Media Club Chicago

Sample Talks

10 Reasons why you NEED to be paying attention to Social Media!

Thinks it's something for the "youngsters"? Do you think your business is above such a "social" setting? You couldn't be more wrong AND ignoring this marketing medium could cost you revenue and possibly even your reputation. Find out the 10 reasons why you should not be ignoring this media outlet and why there is no such thing as a "Social Media Guru"!

If Social Media is like a Cocktail Party....then why don't I feel my invitation is lost in the mail?!

Social Media Networking has been described as a large cocktail party, but what happens if you sometimes feel like..well, basically...you weren't invited. No one is responding to your posts, no matter how much you Tweet others on Twitter...very few respond. Not to worry, there's a bit more to building a large fan base on Social Media than just hosting a great "Cocktail Party". How to identify the personality types of those you want to engage and those you don't. How to build a loyal community.

Event Appearances

Social Media Know How

(Invitation only) CRAVE Chicago Ladies In Business

Marketing "How-To's" for your Small Business

Small Business Workshop

De-Mystifying Social Media

Regus Business Leaders

Everything you want/need to know about Social Media

Women in Business

How to Create and Run and Successful Public Relations Agency

Women In PR, Annual Summit

Accomplishments

Steve Harvey Show, NBC

Acting like a Lady....Thinking like a Man and how it helped me succeed in my career and personal life.

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