

Sheri Fitts

Founder at ShoeFitts Marketing

Portland, OR, US

Bringing a fresh perspective to marketing and social media solutions for the financial services arena.

Biography

Sheri Fitts is the president of ShoeFitts Marketing. She collaborates with retirement plan advisors, third party administrators, and financial service organizations. She teaches these industry professionals to leverage marketing tools, social media strategy tactics, and meaningful connections resulting in strengthened marketplace visibility and increased revenue.

Her dynamic presentation style is infused with credibility and expertise—a product of her twenty-year career in the financial services marketplace. Sheri debuted as an award-winning graphic designer, then progressed into participant curriculum design and eventually onward to the sales and marketing arena. She engages audiences by sharing stories of her own experiences and experiments, successes and learning moments, as well as a sweeping range of marketing and social media strategy-based topics, weaving humor and sincerity into her delivery. Sheri’s speaking engagements consistently garner rave reviews.

Sheri presents keynote addresses, breakout sessions, webinars, and daylong boot camps, always customized to the needs, requirements, and compliance guidelines and policies of the client.

Availability

Keynote, Panelist, Workshop, Corporate Training

Industry Expertise

Social Media, Advertising/Marketing, Financial Services

Areas of Expertise

Social Media, Marketing, 401k Plans

Affiliations

ShoeFitts Marketing, National Speakers Association, Financial Planners Association, NAPA Member, NAPA Firm Partner

Sample Talks

Ready, Set, Social

Social media has transformed the face of business. Sales professionals' participation in the online conversation optimizes effectiveness with peers, clients, and prospects. Sheri reviews compliance considerations, prospecting, and tactics for building an online brand. Discover how to integrate social media into your marketing efforts and truly engage within the social sphere.

Event Appearances

Survive the Overwired World

ShoeFitts Marketing Webinar

Education

Marylhurst University

Bachelors of Arts Business, Psychology and Choice Architecture

Pacific NW College of Art

Certificate Graphic Design

Oregon State University

Bachelors of Science General science, pre-med

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