

# **Sheri Fitts**

**Founder at ShoeFitts Marketing**

Portland, OR, US

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

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## **Description**

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.

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## **Availability**

Keynote, Panelist, Workshop, Corporate Training

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## **Industry Expertise**

Social Media, Advertising/Marketing, Financial Services

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## **Topics**

Social Media, Marketing, 401k Plans

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## **Affiliations**

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

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## **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.

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## **Past Talks**

### **Survive the Overwired World**

ShoeFitts Marketing Webinar

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## **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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