

# **Ted Curtin**

**Chief Brand Strategist and Social Media Medic at I-Marketing Services, Inc**

New York, NY, US

Entertaining and engaging, Ted Curtin speaks to organizations looking to connect with their customers more deeply, tell their brand story mo

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## **Biography**

Ted Curtin is a recognized strategic marketing leader with an MBA in Marketing Management, a deep passion for adventure and over 20 years of successful experience covering both online and offline marketing channels. Ted understands the importance of telling a meaningful brand story and is able to integrate that message across a range of customer touch points, allowing customers to move seamlessly between screens, channels and points of contact to interact and engage with brands. His professional experience covers both corporate as well as successful entrepreneurial start-ups. His expertise covers traditional, online, mobile, experiential and new media marketing technologies.

As Executive Vice President of Synergy Events, Ted helps create signature brand experiences that bring marketing campaigns to life and accelerate results for leading consumer brands, sports franchises and media/entertainment properties.

Ted is passionate about building dynamic, highly motivated teams capable of solving problems through innovative solutions, growing businesses, identifying new revenue streams, increasing profitability, maximizing ROI and creating new opportunities to reach and connect more meaningfully with customers by increasing brand value awareness, building loyalty and improving customer retention.

You can connect with Ted online at [TedCurtin.com](http://TedCurtin.com)

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## **Availability**

Moderator, Panelist, Workshop, Host/MC

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## **Industry Expertise**

Advertising/Marketing, Leisure / Recreation, Direct Marketing, Consumer Services, Banking, Corporate Leadership, Professional Training and Coaching, Social Media, Travel and Tourism

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## **Areas of Expertise**

Cross-Channel Brand Engagement, Social Media Integration, Organizational Alignment, Creating Great Customer Experiences

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## **Sample Talks**

### **K.I.S.S. - 'Keep It Social, Stupid'**

Engaging and entertaining look at the challenges organizations face when trying to harness the power and reach of social media. This presentation tackles the obstacles organizations face trying to integrate the dynamic customer-centric social message with traditional marketing initiatives.

## **Our Customers are Mobile - Why Isn't Our Brand?**

Mobile phones have evolved from simple communication devices to the new way we connect with information and each other. If you're not connecting with your customers where and when it matters most to them, you're risking irrelevance.

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## **Education**

**Pace University - Lubin School of Business**

Masters of Business Administration MBA - Marketing Management

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