

# **Tonya Walker**

**Founder at Tonya Walker Marketing Group**

Atlanta , GA, US

Social Media Marketing Consultant | Social Media Policies/Training | Content Marketing

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## **Biography**

Tonya Walker has nearly a decade of integrated marketing experience spanning a wide range of industries. She began her career in direct marketing in the conference industry, where she promoted events for the Direct Marketing Association. Curiosity, fascination, and hours of research led Tonya to begin developing and executing social media marketing strategies for clients. In her spare time, Tonya enjoys developing mobile apps, traveling, and absorbing herself in all things tech!

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## **Availability**

Panelist, Workshop, Corporate Training

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## **Industry Expertise**

Advertising/Marketing, Direct Marketing, Social Media

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## **Areas of Expertise**

Social Media, CRM, SEO

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## **Affiliations**

American Marketing Association

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## **Sample Talks**

### **A Crash Course In Social Media**

This course describes the types of social media outlets, the demographic profiles of the top networks, and gives attendees step-by-step instructions on getting started and maintaining a basic social media program.

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## **Education**

**University of Maryland College Park**

Master of Business Administration MBA

**Saint Louis University**

Bachelor of Science in Business Administration Marketing

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