

SOCIAL MEDIA SUCCESS SECRETS!



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RACHEL STRELLA CEO OF STRELLA SOCIAL MEDIA

RACHEL'S MOST REQUESTED SPEAKING TOPICS

- **CREATING A SOCIAL MEDIA PLAN THAT WORKS**
- **TWITTER 101: MAKING SENSE OF TWITTER**
- **LEVERAGING LINKEDIN FOR B2B**
- **SOCIAL MEDIA RULES OF ENGAGEMENT**
- **SOCIAL MEDIA ROI FOR SMALL BUSINESS**
- **BREAKING DOWN THE BIG 3: FACEBOOK, TWITTER AND LINKEDIN**
- **SOCIAL MEDIA IN HIGHLY REGULATED INDUSTRIES**

TESTIMONIAL

"Your session was by far the most informative one that I attended and I really appreciate the style in which you delivered it. You were interesting, well-spoken and easy to follow and understand. I'm so clueless when it comes to all these social media sites and now I feel like I have a safe base to launch myself from!"

– **BETH ROEDER**, Professional Organizer
Feedback from "Leveraging the Big Three"
Presented to the Business Women's Forum on April 24, 2013



**FOLLOW ME
ON TWITTER!**

@RachelStrella



**'LIKE' MY
FACEBOOK PAGE!**

facebook.com/strellasocialmedia



**CONNECT WITH
ME ON LINKEDIN!**

linkedin.com/in/rachelstrella

RACHEL'S BIO

Rachel Strella is the owner of Strella Social Media, a Harrisburg, Pa.-based company specializing in social media coaching, management, educational presentations and product development.

Rachel holds a degree in communications from Penn State University, where she was also a reporter for the Harrisburg campus' student newspaper. After holding several sales and marketing positions, her journey to becoming a business owner began in 2010 when she enrolled in a mentorship program offered by the Central Pennsylvania Association for Female Executives.



Rachel's mentor, Maria, a good friend and small business owner, felt that Rachel had what it takes to be a successful entrepreneur. When Rachel began giving Maria advice about using social media to promote her business, Maria suggested that Rachel could use this expertise to help other businesses successfully use social media.

In just a few years, Rachel has grown Strella Social Media from a part-time venture into a successful company that serves more than 20 full-time clients worldwide and provides coaching to many others. In addition, Rachel has delivered dozens of well-received social media presentations to businesses, college students and trade groups.

Rachel has also developed two social media products – "A Small Business Owner's Guide to Social Media" (2012), a step-by-step workbook for small business owners looking to leverage the power of social media, and the "Social Media Jumpstart Kit" (2013), a six-module program with detailed information on all major social media.



CLIENT LIST

A.C. Rimmer
Advanced Physical Therapy and Fitness
Blue Chip Federal Credit Union
Capital Home Health Care
Covenant Bank

For Sale by Owner Plus REALTORS
Gerber Realty
Gingrich Memorials
H3 Photography
Haunted Manhattan

KANE
Launching Lives, LLC
Maison International
Medical Weight Loss Center
The Victory Bank

MORE TESTIMONIALS

"I'm an avid social media user, yet I've learned so much more after hearing Rachel's presentation. Rachel is brilliant when it comes to social media presentations, especially those that can benefit a small business. She has great tips and she's easy to work with. She has insight to know what true relationship-building is all about, and she LIVES it!"

*– **DAWN RETTINGER**, Owner of Hodge Podgery and Dawn's Escapades
Feedback from Social Media: Rules of Engagement" presented to CPAFE*

"I asked Rachel if she was up for the challenge of presenting to an audience of deaf and hard of hearing individuals. Not only did Rachel embrace the challenge, she did her research to craft a thoughtful presentation and adjusted her delivery to effectively address the audience."

*– **STEPHEN SCANLON**, Quality Assurance Coordinator at the Center for Independent Living of Central PA
Feedback from "Social Media and You"*