

# SOCIAL MEDIA SEMINARS!



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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**
- **CREATE A BRAND THAT'S IN DEMAND**
- **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

## RACHEL'S BIO



Rachel Stella is the owner of Strella Social Media, a company specializing in social media management around the globe.

Rachel holds a degree in communications from Penn State University and has more than ten years of sales and marketing experience.

Since starting the business in 2010, Rachel has grown Strella Social Media from a part-time venture into a successful company that serves more than 20 full-service 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.



## CLIENT LIST

A.C. Rimmer  
Bellco Federal Credit Union  
Capital Home Health Care  
Chemical Solutions Ltd.  
Eagle Eye Networks  
For Sale by Owner Plus REALTORS  
Directive Communication Systems

Gerber Realty  
Gingrich Memorials  
Horst Construction  
Horst Excavating  
John Dame  
KANE

Launching Lives LLC  
Law Offices of Leonard F. Baer  
Lisa DeNicola Interiors  
Medical Weight Loss Center  
Taylor Brand Group  
The Victory Bank  
Transitions Skin Care

## MORE TESTIMONIALS

"Rachel's presentation was spectacular! So spot on and appropriate for the webinar time slot and audience. Many, including me, walked away with immediate ideas to turn into action. Thank you for helping us to better target candidates and customers with disabilities on the web and social media."

– **STACY KYLE**, Project Director at AHEDD

"After Rachel's presentation, I went home and immediately changed some things on my social media channels!"

– **VICKI GESFORD**, Community Relations Coordinator at Hershey Entertainment & Resorts

"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 Dawn's Escapades

"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

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