



BETH TREJO

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SPEAKER'S BIO

Beth Trejo is the leader, mentor, torchbearer, innovator, founder and CEO of Chatterkick.

As a trailblazing entrepreneur, Beth loves to take risks and starting Chatterkick in 2012 was her biggest one yet. Defying the odds of successful female-founded start-ups, Beth not only prevailed, she grew her company with a predominantly female staff. Beth started her social media agency with a lot of goals in mind, like redefining how businesses connect with people and providing a human connection in the digital world. But she also had a deliberate goal to advance the role of women in the tech industry and enhance the potential of Siouland women in order to create real change in the community.

Chatterkick has been recognized as one of the 25 best small Business for Women and was 14th in the list of the 50 best Small Companies to Work for in 2017 by Business Insider. Beth herself was the Siouland Chamber's 2018 Women Helping Women recipient and was featured in USA Today for being on Comparably's list of the top 50 CEOs for women.

Beth locally mentors women and non-profits because she believes that high tech offers a fulfilling and unique career – and she launched a podcast in order to connect female leaders across the state of Iowa.

She incorporates her passion for the digital landscape and social media into nearly every role she has known, from her craft as an entrepreneur and local business advocate to her calling as a wife and mom of two tech-savvy kids. She is kind, she is generous and she is a force.

PRESENTATION TOPICS:

- 5 Strategies To Creating A Stellar Online User Experience
- 6 Tips On Staying Inspired On Social Media
- 9 Surprising Mistakes You May Be Making On Social Media
- 7 Ways to Get More Fans, Leads And Customers With Facebook Ads
- 5 Ways To Get More Fans With Facebook Ads
- 8 Real World Tips For Using Social Media: A Case Study From The SSC Chamber
- 12 Online Tools To Make Your Images POP
- 9 LinkedIn Features You Didn't Know Existed
- 10 Online Tools To Find Inspiration For Your Social Media Accounts
- 8 Social Media Tactics For Non-Profits: Advice You Can Implement Today
- 15 Real World Tips For Using Social Media: How LinkedIn, Blogging, And Instagram Can Help Your Organization
- 18 Reasons To Use Social Media For Your Business
- 8 Critical Social Media Mistakes You Must Avoid
- A Paint And Decorating Retailer's Cheat Sheet For Social Media
- Awesome Online Tools That Take Your Social Accounts To The Next Level
- Back to Basics: Everything You Need To Know About Facebook 2018
- Becoming A Facebook Power User: Facebook Ad Maintenance
- Beyond Facebook And Twitter: Social Options For Your Business
- Beyond Listening: Improve Customer Experience In Minutes Through Social Media
- Brand Of You: Increase Your Sales With Social Media
- Brand Of You: Personal Branding And Cleaning Up Your Online Presence
- Branding Yourself On Facebook And LinkedIn
- Building Your Online Brand: 8 Real World Tips for Chambers And Cities
- Built to Sell: Making the Most of Your Website or E-Commerce Site Content Marketing: Building Your Online Presence
- Create an Irresistible LinkedIn Profile In 5 Easy Steps
- Dealing with Trolls: Lessons from Mom
- Digital Recruitment: Identifying and Engaging Your Top Candidates
- Don't Be Caught Off Guard: Protecting Your Facebook Assets
- Effective And Easy Ways To Generate Excitement On Social Media: Promotions, Coupons, Discounts
- Email Marketing: A Beginner's Checklist
- Facebook Advertising For Recruiting: Expand Your Local Team
- Facebook Advertising Using The Ad Manager
- Facebook: Can You Afford Not To?
- Facebook For Beginners
- Facebook Lead Gen Ads For Recruitment
- Facebook Privacy And Security: Navigating How Your Content Is Shared
- Facebook Supercharged: Steps To Local Success
- Facebook Reviews: Ins And Outs
- Facebook Vs. LinkedIn: What Makes Sense For Business?
- The 5 Biggest Facebook Marketing Mistakes You Can Easily Avoid
- Hiding Last Friday: Clean Up Your Online Presence
- How To Be Effective And Not Annoying With Hashtags

PRESENTATION TOPICS (CONT):

- **How To Create A Winning Digital Fundraising Strategy For Non Profits**
- **How To Handle Negative Reviews Online**
- **How To Maximize And Activate Your Fan Base: Key Steps For Growing Your Fans On Facebook**
- **How To Post To Facebook The Right Way**
- **How To Promote Your Business With YouTube**
- **How To Use Fun And FREE Online Tools To Make Your Social Media Images POP!**
- **How To Use LinkedIn For Social Selling**
- **If You Build It Will They Come? Building Your Online Brand**
- **LinkedIn: A Beginner's Guide To Getting Connected**
- **LinkedIn: Setting Up And Enhancing Your Profile**
- **Local Content: Facebook Post Contest Results - How To Post A Contest On Social Media The Right Way**
- **Managing Twitter In 10 Minutes A Day**
- **Marketing To Millennial Moms**
- **Master The Art Of Selling With Pinterest With These 10 Tips**
- **Pinning Down Pinterest: What Everyone In The Paint And Decorating Industry Need To Know**
- **Real World Tips For Using Social Media: How Establishing And Growing An Online Presence Can Help Your Organization**
- **Real World Tips For Using Social Media In Economic Development**
- **Running A Winning Online Contest: What Retailers Need To Know**
- **Setting Your Franchise Apart From Competitors On Facebook**
- **Social Media 101: Expand Your Efforts On Social Media**
- **Social Media's Advertising Weapons: How To Get In The Game**
- **Social Media & Recreation: How To Get The Word Out**
- **Social Media Ethics For Educators: Avoid The Top Common Etiquette Pitfalls**
- **Social Media Marketing In 2018: What You Need To Know**
- **Social Media Recruiting For The Time-Strapped Manager**
- **Social Media Strategies That Convert**
- **Social Media That Pays: The Metrics And Tactics That Really Matter**
- **Social Media Tools That Actually Work For Business**
- **Social Media That Pays: The Metrics And Tactics That Really Matter**
- **State of Social Video: 5 Ideas for Your Business**
- **Stop. Do Not Pass Go: 7 Things To Do Before Proceeding With Social Media**
- **Templates, Resources, And Blogs... Oh My! Toolkits For Business Owners**
- **The 5 Secrets Successful Franchisees Want You To Know**
- **The Cost Of Your Online Reputation And The Price Of Ignoring It**
- **The Secret Sauce To Amazing Marketing**
- **The State Of Social Video: 5 Ideas For Marketing Managers**
- **Top 10 Reasons Why Social Media Is Problematic For Public Safety Officials**
- **Trends And Changes: Facebook 2018**
- **Twitter Advertising: How You Can Make It Work For You**
- **Understanding Social Care: Resolve Issues, Strengthen Your Brand, Build Lasting Relationships**
- **What's Next? Expand Your Efforts On Social Media**

AWARDS AND ACCOLADES:

- **50 Best CEOs for Women [Small/Mid-Sized Company]** - Featured in USA Today, Beth was named one of the 50 Best CEOs for Women. She made this list by qualifying on Comparably, a company culture-indexing site, via employee submitted feedback.
 - **50 Best Small Companies to Work for of 2017**- Featured in Business Insider, Chatterkick was #14 in the list of 50 best small companies to work for of 2017.
 - **Best 25 Small/Mid-Size Companies for Women**- Featured in USA Today, Chatterkick was named one of the best 25 small/mid-size companies for women.
 - **Growing Sioux City Recognition**- Chatterkick was presented with this award for providing Sioux City with outstanding growth and community support in the area.
 - **PRSA Las Vegas Pinnacle Award**- This award recognized Chatterkick's key role in using new and creative technology to assist in the licensing process of Hard Rock Hotel and Casino Sioux City.
 - **CEO Of The Year Nominee: Technology Association of Iowa's Prometheus Awards** - This prestigious award brings together Iowa's leaders from technology, business, education, and government to celebrate the year's most memorable innovations. The awards acknowledge individuals and companies that impact Iowa's technology industry.
 - **Women Of Excellence: Women Helping Women Award**- Nominated by local business and academic leaders, Beth received this award in recognition of the positive impact she's made as a female business leader in Siouxland.
 - **Comparably "Best Company 2017" Awards for Marketing, Leadership, eNSP, and Employee Outlook**- Based on employee submitted data, Chatterkick was recognized for it's outstanding culture and leadership.
 - **Swimming with The Sharks**- Business idea was pitched to Sioux City local experts and received a grant to help get Chatterkick started.
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PAST SPEAKING ENGAGEMENTS:

- Association Of Business And Industry Conference
- Association Of Independant Music Merchants/
National Association Of Music Merchants
- Ag Retailers Webinar
- Briar Cliff University
- Central Iowa Tourism Conference
- Coe College
- Entrefest
- Greater Baton Rouge Society For Human Resource
Management Conference
- Iowa Tourism Conference
- MidStates Conference
- Morningside College
- My Place Hotels Of America Beyond Borders Convention
- National Association Of School Music Dealers
- Northwestern College
- One Million Cups | Yankton
- Paint And Decorating Retailers Association
- Professional Developers Of Iowa
- Rural Electric Co-Op Communicators Conference
- Security National Bank
- Sioux City Lions Club
- Siouxland Association Of Child Care Directors
- Siouxland Estate Planning Council
- Siouxland Professional Women's Network
- Siouxland Society For Human Resource
Management Conference
- Siouxland Social Conference featuring Gary Vaynerchuk
- The Maids International Franchise Training
- The Maids International Growth Summit
- The Rotary Club Of Sioux City
- University Of Nebraska Omaha
- University Of South Dakota
- Western Iowa Tech Community College



AWESOME! GREAT TO GET AN "OUTSIDE-THE-INDUSTRY" PERSPECTIVE ON SOMETHING WE SHOULD ALL BE DOING MORE OF- SOCIAL MEDIA. SHE GAVE SOME GREAT TIPS AND DIRECTION THAT WE WILL DEFINITELY USE.

BETH WAS GREAT! SHE WAS VERY INSIGHTFUL. I WISH I COULD HAVE HAD MORE TIME IN THAT SESSION.



Please contact Beth at beth@chatterkick.com to discuss schedule and speaker's fee arrangements.