



Donna Serdula

Author, Speaker, & LinkedIn Profile Optimization Pioneer



About

Donna Serdula is an engaging speaker, strategist, author and founder of Vision Board Media, an executive branding company. Since 2009, Donna has worked with companies and individuals from all over the world.

Donna's mission is to help professionals take control of their Internet presence and truly present themselves in a way that inspires, impresses, and builds confidence in their abilities, products, and services.

Donna's presentations and workshops are great for conferences, corporate education, and meetings that want to complement their programs and services with education on LinkedIn, Social Media, and online personal branding.

Donna's Credentials Include:

- Author of LinkedIn Profile Optimization For Dummies
- Founder of LinkedIn-Makeover.com and Vision Board Media

A Sampling of Topics

5 Tips to Crank Up Your Impact & Results on LinkedIn

How to Make One of the Largest Social Media Networks Work for You!

You undoubtedly have received invitations from business partners and associates to connect on LinkedIn. And you took a couple hours out of your busy life and created a profile. Perhaps you even sent out some invitations to connect to people in your business network. And now you are asking yourself, "Is that all there is?"

Donna Serdula is here to tell you that there is so much more and this presentation will take you through the 5 steps to maximize your presence on LinkedIn so you can find opportunity!

The Best YOU Out There

How to Stand out AND Control Your Online Image

Learn the benefits of having a strong online presence and how to effectively utilize the Web and social media to enhance your business or career in this exciting workshop.

Whatever your online purpose may be, 15-year Sales and Marketing veteran, Donna Serdula, will provide you with the "know how" to navigate your way through the social media storm to find the optimal sites and online connections to suit your online purpose.

Additional Topics

- ◆ Social Selling and LinkedIn
- ◆ Finding a Job in this Brave New Social World
- ◆ Social Media Etiquette: Pearls and URLs

Book Donna for your event!

Donna Serdula

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Author, Speaker, LinkedIn Branding Expert



What People are Saying

I brought Donna to Temple University to teach students how to use LinkedIn and make their profiles stand out. She has a wealth of knowledge and content to share and did an amazing job as a speaker. Students loved her. So did university career professionals. We all learned and appreciated her approachable style. I would highly recommend her for any career development or personal branding program.

Lu Ann Cahn, Emmy Award Winning Journalist & Author

Donna presented at the GFOA Annual Conference in Philadelphia. Her presentation, How to Recruit Next Generation of Finance, was well attended with an audience of over 900. Donna had the attendees eating out of her hand. They surely got a lot out of the presentation based on the questions they asked and they stayed the entire time.

Eva Olsaker, Government Finance Officers Association

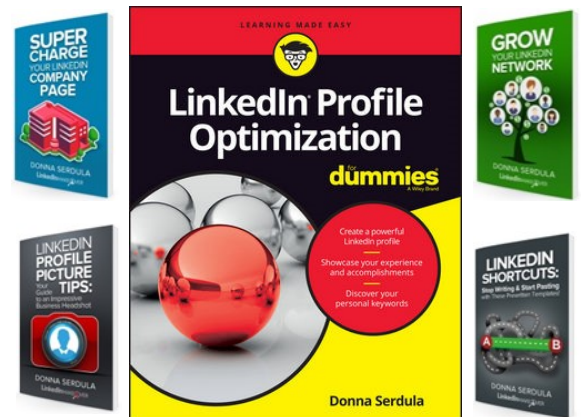
Donna conducted a fantastic presentation at Columbia University. She is a top notch public speaker. I have rarely seen anyone with such a clear knowledge of LinkedIn combined with an engaging and fun style.

Heather Krasna, Columbia University

Previous Venues

- ◆ Columbia University
- ◆ NBCUniversal Studios
- ◆ Texas State Bar Annual Meeting
- ◆ PICPA's Annual Women's Conference
- ◆ 12th Annual Freelance Conference of the American Medical Writers Association
- ◆ ISM: Institute for Supply Management
- ◆ Institute of Management Accountants
- ◆ DELVACCA: The Association of Corporate Counsel (ACC)
- ◆ Annual Meeting of Women Business Leader's in Healthcare
- ◆ PCUA Social Centric Conference
- ◆ Network of Women in Computer Technology's Annual Conference

View Complete list: donnaserdula.com



Author of
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