



Digital Marketing Conference 2018 Speakers

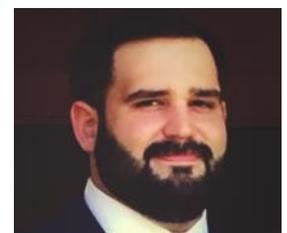
Cynthia Williams, Vice President, Fulfillment by Amazon joined Amazon in August 2007, and is currently serving as Vice President of Fulfillment by Amazon. Fulfillment by Amazon (FBA) is a service for the small and medium businesses that sell on the Amazon Marketplace. Ms. Williams leads a team that builds software and services to enable SMBs to use Amazon's advanced worldwide fulfillment networks. With FBA, SMBs can store products in Amazon's fulfillment centers, where Amazon picks, packs, ships, and provides customer service for their products. Ms. Williams and the FBA team wake up every day thinking about how to help SMBs succeed on the Amazon Marketplace. The SMBs that sell on the Amazon Marketplace provide Amazon customers with unparalleled selection and pricing, making FBA a win for SMBs and a win for customers. Prior to joining Amazon, Ms. Williams worked in the consumer packaged goods industry in finance for Altria. During her tenure at Altria, she worked across the supply chain supporting procurement, manufacturing, sales and marketing, and led the corporate financial planning and analysis team. Ms. Williams holds an undergraduate degree in Business Administration from Western Carolina University and an MBA from Wake Forest University.



Jessica Ludolph, Social Media Consultant, Ludolph Social is a Social Media Consultant that has been working in the advertising and marketing industry since 2004. Most recently, she spent 6 years at Facebook and Instagram as a Client Partner where she helped brands establish, maintain and grow their business on these platforms. She is passionate about social media's power to engage and attract customers while driving business results. Prior to working in social media, Jessica was in Client Services for several large agencies in Atlanta including BBDO. While there, she focused on digital advertising for one of the largest clients and managed the launch of their national digital programs. This is what led her to Facebook in 2010. In addition to marketing and social media, Jessica is passionate about helping women achieve their goals and gain support from a positive community of peers. She started a Women's Circle in January of 2016 and continues to lead the group with monthly skill-building exercises, philanthropic efforts and supportive activities. She has volunteered with Kate's Club and participated in events for the American Foundation for Suicide Prevention.



Zac Ebrams, Business Development Manager, Worldpay joined Worldpay's Global eCommerce division as a Business Development Manager in 2016. In his role with Worldpay, he helps North American based businesses expand their reach into international markets. For more than 10 years, he has held positions in a number of payment related companies based in Atlanta, as well as running his own payments consultancy for small and medium businesses.



Demming Bass, National Speaker for Google, CEO, New Marketing Makeover, Certified StoryBrand Guide and Copywriter

is nationally recognized for his unique ability to help businesses and non-profits around the world clarify their brand and message so their marketing works better. This results in more business, more customers and more raving fans. He is the CEO of the marketing and branding firm New Marketing Makeover, an official national speaker and trainer for Google's [Get Your Business Online](#) program, and a certified StoryBrand Guide. His career includes time as an award-winning chamber executive in NC and GA and Constant Contact's Southeast U.S.



Development Director where he trained more than 8,000 small businesses, nonprofits and chambers how to be better marketers. He has been recognized as one of the "Top 100 Most Notable Georgians" by Georgia Trend Magazine, one of the Top 40 Under 40 Most Influential Leaders in Georgia by both the Atlanta Business Chronicle and Georgia Trend, and N.C. State University Alumni Association's Outstanding Alumni in the field of Communication and Public Relations. In his spare time, he enjoys leading his twin daughters on awesome adventures, writing "Top 40" songs and painting where he has donated more than \$25,000 of his art to charity in recent years.

Genna Gold, Manager of Business Outreach, Yelp hosts informational sessions and events with local business owners across North America to educate them on best practices for navigating the world of online reviews. She manages Yelp's North American local trade show and conference program, regularly presents at industry conferences and delivers constructive feedback from the business community to the different divisions within Yelp. She also hosts a series of webinars about Yelp's free online tools, and produces informative content for Yelp's Blog for Business Owners'.



Ariana Hargrave, Director of VIP Services at MailChimp leads the company's high-touch, customer-facing teams including Pro Support, Social Media Support, Client Relations, and Business Development. Her teams provide real-time support and strategic guidance to small businesses and agencies building their brand presence online. Ariana is an automation marketing expert who has more than a decade of experience in the SaaS industry, with an emphasis on conceiving and piloting innovative concepts with her teams.



Zach Allen, Account Executive, Translations.com is a proven Account Executive with Translations.com's southeast team based in Atlanta, GA. An alumnus of UGA's Terry College of Business, Zach had the opportunity to consult with the SBDC's ExportGA program in 2017. Growing up in a family of small business owners, Zach understands the importance of having a partner you can rely on. He is able to leverage his own entrepreneurial experience to successfully oversee client relationships with midsize companies in the Southeast. Zach speaks two languages, and holds certifications in Professionalism and Risk Management.



Kristin Carlhom , Digital Marketing Consultant, ReachLocal. With over 17 years of experience in account management and 4 years with RL, Kristin works directly with SMBs on digital tactics including PPC advertising, display, mobile marketing and social media.



Kim Joyce, Regional Sales Manager at ReachLocal. Kim started out with ReachLocal as a consultant in the ReachLocal NYC office over 10 years ago, working directly with SMBs on their digital marketing strategies. She now manages a digital ad sales team in the ReachLocal Atlanta office.

Marjory Laymon, Senior Manager, Product Management, Amazon Global Selling Marjory leads the Global Fulfillment team for Amazon Global Selling, which helps the small and medium businesses that sell on Amazon navigate the complexities of international trade. This includes solving problems across a broad array of fields, from international shipping and logistics to language localization and cultural differences. Marjory joined Amazon in 2012 and launched a variety of products that increase efficiencies for the small and medium businesses that sell on Amazon. This includes products that reduced the time businesses spent on inventory management and improved their ability to manage and reduce lost or damaged products. Marjory also developed products that enabled cross-border fulfillment and reduced the time it took for Amazon to receive sellers' shipments. Marjory has 15+ years of experience working as a product, program, and operations manager for both large corporations and small companies. In her spare time, you will find her exploring the great Northwest, planning her next running adventure, or traveling the world. Marjory holds an MBA from Arizona State University and a Bachelor's of Science in Business Administration, with an emphasis in Marketing, from University of Arizona.



Manu Muraro is the founder of Your Social Team. Former King of Pops Marketing (and Social Media) Director and Cartoon Network Creative Manager, she combines the creative and strategic skills that are so important in social media today. She has taught over 200 brands including Tiny Doors ATL, King of Pops, Creative Loafing, Honeysuckle Gelato, Whole Foods and ChooseATL.

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