



**RACHEL GOLD
INGENUITY MARKETING GROUP, LLC
COMMUNICATIONS CONSULTANT**

About Our Speaker

A self-described nerd, Rachel Gold admits to being an early adopter of all things technical. She delights in helping others understand how that new and shiny something works and how it will help them market their businesses so they get noticed. Whether she's talking about social networking, search engine optimization or how to develop captivating copy, Rachel leaves listeners highly entertained and rushing to put what they've learned into practice.

A former reporter, Rachel has a natural inquisitiveness and storytelling ability. These traits, along with Rachel's unique way with words and ability to see the big picture, help clients hone in on key messages and themes to strategically position their services.

Education

Bachelor of Arts in English and Religious Studies from Macalester College; Masters Degree of Fine Arts in Writing from Hamline University.

Speaking and Training Overview

Rachel has provided trainings, lectures and workshops at companies, organizations and other venues to service professionals and corporate leaders, young professionals, industry organizations and others. The following is a sample of marketing topics:

- Co-presented "Recognizing Design and Content That Sells" at the Association for Accounting Marketing (AAM) Summit, Chicago, on June 9, 2011.
- Co-facilitated two sessions: "Speed Networking: Getting Your Message Across in 60 Seconds" and "Maximizing Your Investment in Multilaw," at the Multilaw Conference, Minneapolis, on June 3, 2011.

- Webinar on “Captivating Copywriting: How to Make Professional Services Sound Cool” on November 4, 2010.

Recent Publications and Media

- Co-authored an article entitled, “Measurement: Before Marketing; Decide How to Know if It Works,” in *Upsize Magazine*, February/March 2010.
- Wrote an article, “How to Unify Engineering Firms’ Use of Social Networking,” in *Finance & Commerce*, February 3, 2010.
- Co-authored the article, “Words Matter: Communicate Firm Strengths with Captivating Copy,” for the AAM MarketTrends newsletter, May/June 2009.

About Ingenuity Marketing Group, LLC (link this to appropriate Ingenuity website page)

Since 1992, Ingenuity Marketing Group has helped professional service providers grow thriving practices and create strong firms through:

- Facilitating firm-wide and leadership retreats and developing mission, vision and comprehensive marketing plans;
- Researching and recommending opportunities and new lines of service and niche markets;
- Creating and implementing marketing and sales tactics showcasing our clients’ expertise.

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