



# Patty Ross

Helping businesses grow their brand online and beyond...



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Patty's passion for marketing is contagious. So much to learn, but she made it fun and informative...  
J.R. Keene, seminar attendee

## Speaking Topics

- Marketing Plan 101: Build Your Roadmap To Success
- Defining Your Audience: The Power of Buyer Personas
- E-Mail Marketing Essentials For Business
- Social Media Essentials For Business
- LinkedIn Marketing Essentials For Businesses
- Paid, Earned and Owned Media-Three Essential Elements for Marketing Success
- How to Create Marketing Graphics Like a Rockstar With Canva
- The Power of Connections: Leveraging Networking for Your Small Businesses
- Marketing Lab -Get Your Marketing Questions Answered "Live"

All topics can be customized to fit your audience knowledge level and time schedule. You can request 1-3 hour seminars, half day or full day classes. Contact me for customization on any digital marketing topic.

## Bio

Patty has over 20 years experience in marketing and has been in the online space since 1998 where she developed an e-commerce program for a gourmet gift company into a million dollar business.

She has spent 19 years helping the wine industry gain traction online as well as helping other industries grow their brands including financial, legal, health and beauty, motorsports, landscape design, education, restaurants, transportation and logistics, political activism and non profits. Golden State Marketing and her other business, California Wine Marketing, were founded in 2006.

Patty served as Chapter President of NAWBO-LA in 2020-2021, Marketing Director of NAWBO Central Coast and Marketing Director of San Luis Obispo Women's Network. She currently serves on the board of Venice Chamber of Commerce and Membership Director for NAWBO-LA.

## Organizations I have spoken for:



Pacific Asian Consortium in Employment

