

## Getting a Bigger Slice of the LinkedIn PIE

Optimizing your time and presence on LinkedIn can benefit a wide range of business professionals, from industry executives, to employees, sales teams, and conference attendees across industries. By being strategic and thoughtful, Meller teaches her audiences simple, actionable approaches to help them enjoy a bigger slice of the LinkedIn PIE (profile optimization, invitation strategy, and engagement).

Brenda Meller will guide your audience through this approach to increase their visibility and grow their networks thoughtfully and strategically.

Alternative session titles for keynotes, breakout sessions, and team training:

- How to Optimize LinkedIn to Support Your Brand and Generate Leads
- Social Media Pie: How to Empower, Engage, and Innovate to ROCK on LinkedIn
- Being Active on LinkedIn is Good Marketing
- A Bunch of Us Were Talking About You, and You Can Do Better on LinkedIn
- How to ROCK on LinkedIn for Business Development



### About the Speaker:

Brenda Meller is a marketer who gets LinkedIn. She's the Chief Engagement Officer (CEO) of Meller Marketing, where she enthusiastically helps individuals and businesses unlock the power of LinkedIn in a judgment-free space. In addition to speaking on stage and virtually, Brenda offers one-on-one LinkedIn strategy coaching, online programs, and LinkedIn team training.

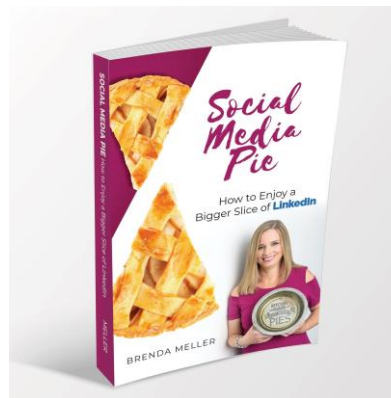
## Custom Keynote or Strategic Leadership Session - In-Person or Virtual

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Meller has a 20-year marketing career spanning a variety of industries. Meller Marketing, founded in 2016, began as a side hustle for sharing knowledge of social media, especially LinkedIn, through workshops, webinars, digital courses, presentations, and blogs but soon turned into a full-fledged business. In addition to her services, Meller has also published a book, *Social Media Pie: How to Enjoy a Bigger Slice of LinkedIn* and a podcast, *Enthusiastically Self-Employed*.

Meller has been a local and national speaker since 2010. Earlier in her professional career, she earned her competent communicator (CC) and competent leader (CL) status in Toastmasters International. Her speaking engagements have included corporate clients, membership / professional / trade groups, higher education (students / alumni / employees), HR and career groups, and entrepreneurs (coaches, consultants, speakers, and authors).

Meller holds a Bachelor of Science in Business Administration with a specialization in Marketing Communications from Central Michigan University, along with a dual master's degree — Master of Business Administration and Master of Science in Marketing from Walsh College.



### Short Bio Alternative

Brenda Meller is a marketer who gets LinkedIn. She is the Chief Engagement Officer (CEO) of Meller Marketing, where she enthusiastically helps professionals and businesses unlock the power of LinkedIn in a judgment-free space. She offers one-on-one LinkedIn strategy coaching sessions, LinkedIn profile optimization (done for you) for executives, and LinkedIn team training.

Prior to launching Meller Marketing, she served as a corporate marketer across a variety of industries. Earning her competent communicator (CC) and competent leader (CL) status in Toastmasters International helped launch her love of speaking. Since 2019, Meller has been a national speaker.

Meller Marketing - Chief Engagement Officer, Brenda Meller



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She is the author of *Social Media Pie: How to Enjoy a Bigger Slice of LinkedIn* and podcast producer and host of *Enthusiastically Self-Employed*.