



Scan for full event agenda with session descriptions

Day 1 | Tuesday, June 27

9:00am - 9:15am | **Opening Kickoff from Emcee**

Michael Albanese, Comedian, Writer & Producer

9:15am - 10:15am | **Opening Featured Speaker Session**

Dionna Dorsey, Co-founder & CEO, Creative Ladder

10:45am - 11:30am | **Room 1**

45-min. Breakout - Email

Cutting Through the Clutter: How to Make Your Email Stand Out in the Inbox | **Halmark Cards**

Tyler Cordel, Sr. National Marketing Manager

10:45am - 11:30am | **Room 2**

45-min. Breakout - SEO & Led Gen

Data Driven SEO and Content Strategies to Reduce Customer Acquisition Costs | **AdLift**

Prashant Puri, CEO & Co-Founder

10:45am - 11:30am | **Room 3**

45-min. Breakout - Led Gen, CRO

What Brands Can Learn from eCommerce in China, the World's Largest Consumer Market | **Pattern**

Sharon Gai, General Manager

10:45am - 11:30am | **Room 4**

Topic-Driven Discussions - Networking

Facilitated Group Discussions on Top Marketing Trends
RSVP Required

- Content: Facilitator TBA
- Data/Analytics: Facilitator TBA
- Email: Facilitator TBA
- SEM/Paid Search: Facilitator TBA
- Social: Facilitator TBA

12:30pm - 2:00pm | **Room 1**

Masterclass - Branding & Personas

Resist the Tyranny of the Persona: Create Audience Profiles that Make You a More Effective Marketer | **Freedom**

Dr. Leigh George, CEO & Founder

12:30pm - 2:00pm | **Room 2**

Masterclass - Social

Session info coming soon | **Teague FC**

Lauren Teague, Owner, Digital Marketing Strategist

12:30pm - 1:15pm | **Room 3**

45-min. Breakout

Session info coming soon | **Conversica**

1:30pm - 2:00pm | **Room 3**

30-min. Breakout - Social Trends

Advanced SEO: How To Take Your Page Optimizations To The Next Level | **Go Fish Digital**

Chris Long, VP of Marketing

2:15pm - 3:00pm | **Room 1**

Masterclass - Branding

From Bland to Brand: Craft Messaging Worth Paying Attention To | **Freedom**

Dr. Leigh George, CEO & Founder

2:15pm - 3:00pm | **Room 2**

Masterclass - Social

Session info coming soon | **Teague FC**

Lauren Teague, Owner, Digital Marketing Strategist

2:15pm - 3:45pm | **Room 3**

45-min. Breakout - Data Analytics

Session info coming soon | **Fjällräven**

Amanda Carroo, Director of Ecommerce

2:15pm - 3:45pm | **Room 4**

Networking Meetup - Networking

Group Discussions with Marketers in the Same Industry
RSVP Required

3:15pm - 3:45pm | **Room 3**

30-min. Breakout - Content, AI

AI Content: The Good, The Bad & What to Do About It All | **Custom Content Solutions LLC**

Cari O'Brien, Founder, Chief Word Nerd

4:00pm - 4:45pm | **Room 1**

45-min. Breakout - Led Gen, CRO

Session info coming soon | **KAYAK/OpenTable**

Daniel Wiener, Senior Director, Ad Sales

4:00pm - 4:45pm | **Room 2**

45-min. Breakout - Branding

Persona Non Grata: Breathe Life into Unused Personas to Create Groundbreaking Marketing Campaigns | **97th Floor**

Paxton Gray, CEO

4:00pm - 4:45pm | **Room 3**

45-min. Breakout - Social

Reach a Wider Audience by Creating Accessible Social Media Posts | **Aten Design Group**

Michaela Lederman, Senior Accessibility & QA Lead

4:00pm - 4:45pm | **Room 4**

Group Mentoring - Networking

Get Expert Advice from Senior Level Marketers on Career Development Topics
RSVP Required

- Mentor 1: Meredith Vaughan, Vladimir Jones
- Mentor 2: TBA
- Mentor 3: TBA

4:45pm - 5:45pm | **Networking Happy Hour**

Make sure to stick around for the open bar, great convo and the chance to win some amazing prizes!

Updated as of May 18, 2023



Scan for full event agenda with session descriptions

Day 2 | Wednesday, June 28

9:00am - 10:00am | *Featured Speaker Session*

[Keynote and Session info TBA](#)

10:15am - 10:45am | Room 1

30-min. Breakout - Content

Story + Strategy: How to Make Customers Believe in Your Product | [Pinterest](#)

Nnamdi Oghedo, Senior Lead, Brand Writing

10:15am - 10:45am | Room 2

30-min. Breakout - Branding

Cutting Through the Noise: Growing Your B2B Podcast Brand | [Workday](#)

Jeremiah Barba, Senior Content Marketing Manager & Podcast Program Lead

10:45am - 11:30am | Room 3

30-min. Breakout - SEO

The Value of Featured Snippets and How to Achieve Them | [AgentSync](#)

Niki Mosier, Senior Director, Organic Growth and Program Operations

11:00am - 11:30am | Room 1

Masterclass - SEO

Rank Higher on Google: Your Playbook for Effective Content, Site Optimization, and Link Building | [SearchLab](#)

Greg Gifford, Chief Operating Officer

11:00am - 11:30am | Room 2

Masterclass - Content

Generate More Content and Do Less Work to Achieve Optimal Paid & Organic Media Outcomes | [SmartSpark LLC](#)

Susan Wenograd, Growth & Demand Generation Consultant

11:00am - 11:30am | Room 3

45-min. Breakout

Session info coming soon

12:00pm - 12:30am | Room 3

30-min. Breakout - Led Gen, CRO

Unleashing the Hero Within: A Journey to Creating Marketing Stories That Convert | [Kabrina Budwell Consulting](#)

Kabrina Budwell, Founder

1:30pm - 3:00pm | Room 1

Masterclass - SEO

Dominate Local SEO: Your Playbook for Impactful Google Business Profiles and Customer Reviews | [SearchLab](#)

Greg Gifford, Chief Operating Officer

1:30pm - 3:00pm | Room 2

Masterclass - Content

Evaluate Paid Content Amplification on LinkedIn, Google and Facebook and Select the Right, Effective Approach for Your Brand | [SmartSpark LLC](#)

Susan Wenograd, Growth & Demand Generation Consultant

1:30pm - 2:15pm | Room 3

45-min. Breakout - Content & Creativity

Indispensable Automated Journeys & Test Strategies for Maximizing eCommerce Revenue | [Synchronicity Marketing](#)

Karen Talavera, Founder & Principal

2:30pm - 3:00pm | Room 3

30-min. Breakout

Session info coming soon

3:15pm - 4:00pm | Room 1

45-min. Breakout - SEO

SEO Evangelism: How to Build Consensus Around Your SEO Strategy | [HubSpot](#)

Christina Clark, Head of Product SEO

3:15pm - 4:00pm | Room 2

45-min. Breakout - Social

Leveling Up Your Online Game: Mastering Employee Advocacy & Leadership Influence to Boost Your Brand's Credibility, Visibility and ROI | [PCL Construction](#)

Kayla Sandvig, Social Media Manager

3:15pm - 4:00pm | Room 3

45-min. Breakout

Session info coming soon

4:00pm - 5:00pm | *Closing Featured Speaker*

[Speaker and Session info TBA](#)



Scan for full event agenda with session descriptions

Thought Leaders & Visionaries



Dionna Dorsey
Co-Founder & CEO
The Creative Ladder

Dionna's love for design began as a young child with a coloring book and has since grown into an entrepreneurial passion. She uses culture, empathy, simplicity, and inspiring design to support clients in their brand development.



Nnamdi Oghedo
Senior Lead, Brand Writing
Pinterest

Nnamdi Oghedo is a brand copywriter with ten years of advertising experience, working at agencies and in-house. He's written for brands like Godiva, The New York Post, and Kaplan Test Prep – and is currently a Senior Lead Brand Writer at Pinterest.



Amanda Carroo
Director of Ecommerce
Fjällräven

A growth-focused brand marketing expert focused on developing teams and strategies that maximize impact. Amanda has a unique hybrid background which incorporates working both agency – and brand-side and across various verticals.



Christina Clark
Head of Product SEO
HubSpot

Christina Clark is a data-driven marketer with a passion for optimizing digital content to increase impact and engagement. Christina leads a team of SEOs spearheading the strategy to boost organic search traffic and qualified conversions.



Jeremiah Barba
Content Marketing Manager
Workday

In his "day job," Jeremiah covers the retail, hospitality, technology, and media industries, but his true passion is the podcast program, which he started running from a walk-in closet "office" with a Blue Yeti microphone in the summer of 2020.



Sharon Gai
General Manager
Pattern

Sharon Gai is a China-born Canadian who has had 10+ years in ecommerce, digital marketing and branding. She is the author of the book, Ecommerce Reimagined: what we can learn in retail and ecommerce from China.



Tyler Cordel
National Marketing Manager
Hallmark Cards

Tyler Cordel leads retail marketing for Hallmark Cards, Inc. His team is responsible for all seasonal and everyday marketing initiatives. Before Hallmark, Tyler held marketing director roles for Planet Sub, Inc and Turn the Page Online Marketing.



Prashant Puri
CEO & Co-Founder
AdLift

An alum from Columbia University, Prashant has over 17 years of digital marketing experience in building sites into multi-million-dollar enterprises. Prashant currently runs AdLift, a niche search marketing firm focused on delivering digital marketing ROI.



Daniel Wiener
Senior Director, Ad Sales
KAYAK/OpenTable

An accomplished sales and marketing veteran in the travel industry, Daniel has a tremendous passion for both travel marketing and driving outsized impact via cross-functional collaboration.

Featured Brands

Updated as of May 18, 2023