



# Mel Carson

Social Media, Branding and Digital PR Expert



CSA Celebrity Speakers Ltd

Mel Carson is the founder of the US based consultancy Delightful Communications which helps businesses and individuals understand and successfully apply strategies that focus on Social Media, Digital PR and Personal Branding. Mel also relishes his work as US Brand Ambassador for Majestic SEO, evangelizing the largest publically available link intelligence database and toolset to marketers and advertising professionals.

**"A leading expert on Social Media and Digital Marketing"**

## In detail

Mel worked for 7 years as Digital Marketing Evangelist at Microsoft Advertising and was responsible for building relationships within the online advertising community. He was also part of the team that planned and executed the UK roll-out of the Microsoft ad Center in 2006 and helped to set up Microsoft's Advertising Community Team that same year when it became apparent that Social Media Marketing was going to be huge. Mel began career as an editor at the search engine LookSmart in 2000 and was Account Director at 24/7 Search. He lectured on MBA, MSc and marketing courses at Cranfield School of Management and London University.

## What he offers you

For well over a decade Mel continues to inspire decision makers around the world from a wide range of businesses to understand and to make the most of the explosion in the use of digital media and technology.

## How he presents

Creative, compelling, emotional, engaging and visionary, Mel's presentations are highly inspirational as well as practical and resonate deeply with audiences around the globe.

## Topics

- Social Media and Digital Marketing - The Past, Present and Future
- The Future of Advertising and Marketing in a Digital Age
- Personal Branding - How to Stand Up and Stand Out
- Branding for Business through Integrated Strategies
- Pioneers of Digital Technology

## Languages

He presents in English.

## Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

## How to book him?

Simply phone or e-mail us.

## Publications

**2012**

Pioneers of Digital: Success Stories from Leaders in Advertising, Marketing, Search and Social Media