

# Shelley Roth

## CHANGING PERCEPTIONS

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**A**s a speaker, author, social media trainer and entrepreneur, Shelley delivers thoughtful and innovative social media marketing strategies to business leaders. Shelley has earned the trust of the business community by simplifying the task of being seen, heard and branded as a relevant contributor on digital and social platforms.

After decades of helping businesses and individuals navigate social media networks, Shelley is expanding into new offerings to help businesses prepare to serve an expanding segment of gender diverse consumers. With this new coursework, gender diversity is introduced and simplified through Shelley's engaging training methods.

Shelley's teachings are informed by years of research and personal experience. Participants in Shelley's classes grow and learn on a personal and professional level, leaving with new tangible skills and confidence to foster an accepting and welcoming environment that honors the unique qualities of the public they serve.

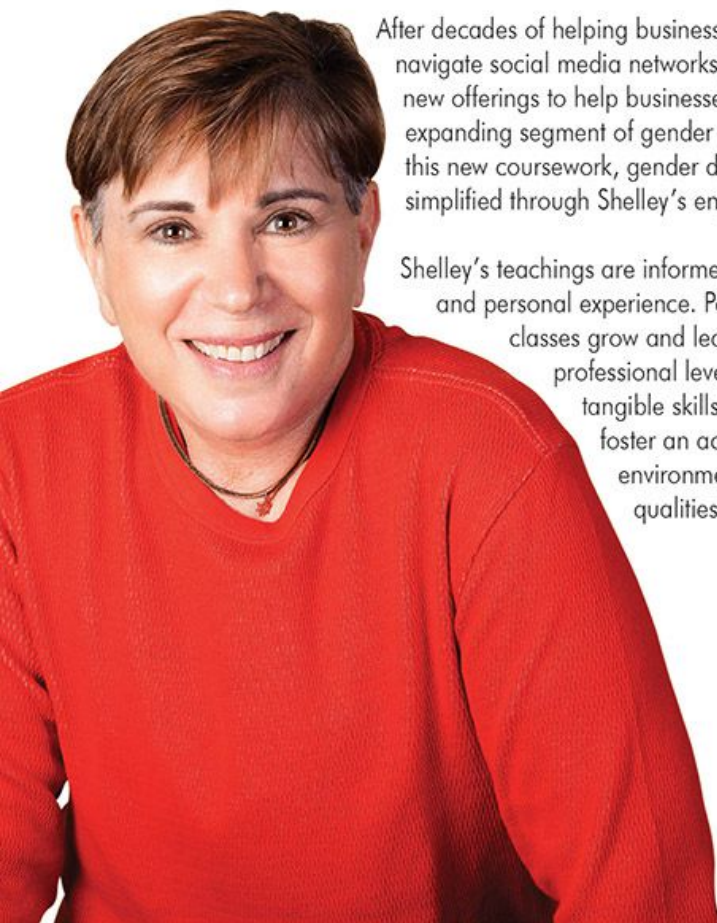
**Shelley R. Roth, M.Ed**  
President, Springboard  
Ventures, Inc.

**Published Author**

**Gender Diversity Consultant**  
Speaker and Trainer

**Social Media Consultant**  
Speaker and Trainer

**Email Marketing**  
Constant Contact Solutions  
Provider



### A Few of Shelley's Clients Include:

Merrill Lynch  
Houston Galveston Area Council  
International Coaching Federation  
Houston Metro  
Asian Chamber of Commerce  
Port of Houston  
JSC Credit Union  
TechStreet Houston

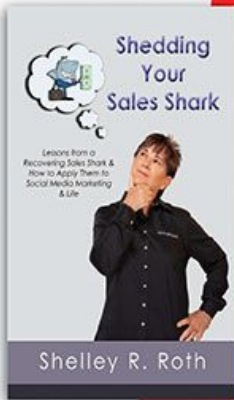
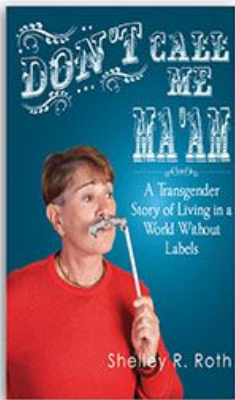
Burnett Staffing  
Houston Urban League  
SCORE Houston  
Gulf Coast Chapter of Credit  
Unions  
Park City Club  
Oracle  
West Chase District

Fort Bend Chamber of Commerce  
Houston Procurement Breakfast  
Texas Transgender Non  
Discrimination Summit  
Arkansas Hospital Association  
Texas Diversity Council  
Diversity Summit  
**And many more**



## Books on Amazon:

<https://www.amazon.com/author/shelleyroth>



## Speaking Topics Include:

### Gender Diversity Awareness

**Gender 101** The gender spectrum defined and the unique challenges of a diverse, inclusive, positive and profitable workplace.

**Gender Neutral Pronouns** Understand basic protocols for engaging and referring to a gender diverse population.

**What's Gender Got to Do With It?** Learn how organizations embrace gender diversity to create a positive and inclusive environment for customers and employees.

### Why Language Matters: Fostering an Inclusive Environment

Learn why language matters in the workplace. With a gender diverse population, it's important to have all people feel welcome and included both within and outside the organization.

### Social Media & Digital Marketing

**I'm on LinkedIn - Now What?** Learn best methods to leverage the most powerful professional network; to promote business expertise; and build long lasting relationships.

**Facebook for Business - Kickstarter** Harness the power of Facebook's 2.5 billion users to grow your business with engagement, useful information and paid advertising.

### The Power of Email Marketing

Email newsletters are the most cost effective and consistent way to build brand awareness and content leadership. As a solution provider for Constant Contact, Shelley provides best practices for targeting email campaigns.

*All classes are customized for the specific audience and include time for Q&A session. Events can be promoted through Springboard's channels if so requested.*

## What People Say About Shelley's Presentations

"Sensitive communication with people from a wide variety of gender identities can sometimes seem hard. Shelley makes it easy – and profitable."

**Kate Frank;**  
Authority Redefined  
Ghostwriting

"Shelley is one of the most knowledgeable people I know when it comes to social media – and one of the most generous when it comes to sharing their expertise."

**Rachel Parker;**  
Resonance Content  
Marketing

"Shelley is the go-to person for any social media platform. Their down to earth approach to training makes learning easy and fun"

**WenFang Bruchett;**  
Bliss Finance



Contact Shelley using email: [sroth@shelleyroth.com](mailto:sroth@shelleyroth.com); phone 713.937.1006; or visit the website: [www.ShelleyRoth.com](http://www.ShelleyRoth.com)