



# Heather Porter

## SOCIAL MEDIA TRAINER & CONSULTANT

### ABOUT HEATHER

Heather Porter got her start managing events globally for some of the world's top speakers such as Tony Robbins. In 2006 she Co-Founded the Billolcataire Adventure Club where she connected entrepreneurs with mentors and non-profits such as the Branson Centre of Entrepreneurship. Heather is highly experienced in all Social Media channels, WordPress and SEO and all aspects of digital marketing.

She is co-host of a podcast with fans in almost 100 countries, #1 Amazon bestseller, co-author of 4 business books and host of That Social Media Show on the BizVersity App. She is also one of 10 official trainers for Facebook in Australia.

Heather has worked with The Creative Collective and its sister company The Training Collective for a number of years and is regularly called on as an experienced and sought after Social Media Trainer & Consultant. She is based in Sydney and particularly loves working with health and beauty business brands. She also has extensive experience in Active Campaign and automations.

### KEY CREDENTIALS



### SPEAKING TOPICS

- Digital Marketing Strategy
- Content Strategy
- Blogging
- Mailchimp
- Wordpress
- Facebook
- Twitter
- Instagram
- LinkedIn
- SEO
- Google+
- Google Adwords

### WHAT PEOPLE SAY

The information provided by our trainer Heather was invaluable to our business and was delivered in the perfect manner. We felt as though The Training Collective was able to deliver a session catered to the exact points that we needed to brush up on as a business.