



VISION BOARD MEDIA

ABOUT US





WHO WE ARE & WHAT WE DO

You know this: It's hard for people and companies to write about themselves. You sit too close to your message to tell it simply and with impact. The answer is professional writers with a 3rd party objective eye who can craft a story and create ACTION. After working with us, our clients come away with not just an optimized LinkedIn profile but a different concept of who they are and a new understanding of the value they add.

With a global reach, we've helped THOUSANDS of executives, entrepreneurs, business leaders, sales stars, and professionals from Australia, Saudi Arabia, Japan, India, Canada, France, Netherlands, and beyond.

With over 25 writers on our team with direct experience in Retail, Media, Human

Vision Board Media is a pioneering boutique-marketing firm that collaborates with c-level, corporate executives, entrepreneurs, professionals and companies to design and develop branding strategies and content. Acting as a board of futurists / creative thinkers / global brand advocates for our clients, we design success strategies that cross industries and change lives. Our vision is one of possibility through which we infuse the global marketplace with diverse, brilliant people, and products.

Resources, Healthcare, and other industries, Vision Board Media's size and expertise means that we SCALE to our clients' needs.

Our clients find our quality, customer service, and consultative approach truly COLLABORATIVE and are eager to work with us again and again.

They call us their secret weapon and they refer us to their colleagues, friends, and loved ones. We have a reputation that is continually recognized through our high number of referrals

We amplify personal and professional brands

Services

Corporate LinkedIn Services

Building a strong brand on LinkedIn starts with your employees. Your employees are your #1 asset, and when they are showcased on LinkedIn as representatives of your business, you attract prospects, job candidates, partnerships, investors, and other opportunities.

- Profile Branding for Executives & Employees, personalized to templated
- LinkedIn Company Page Development
- In-Person LinkedIn Profile Workshops
- Ghost Blogging for Executives & Companies
- Outplacement Services: Career Branding, Resumes, Career Coaching

Executive & Professional Branding

Are you creating buzz around your professional success? Not one for bragging? Well, your reputation as a proven, high performing leader is directly related to your future earning potential.

- Career Branding: Resume, Cover Letter, LinkedIn Profile, Bio, Career Coaching
- LinkedIn Strategy & Training
- Ghost Blogging
- Social Media Management
- PowerPoint Design & Speechwriting

Consultant & Entrepreneur Branding

Good content can persuade readers to become customers. It can rally people behind a cause. It can convince others to take a chance on you. Whatever the goals and outcome, we can help you create the content and put it out there for consumption.

- Company Branding: Company LinkedIn Page, Personal LinkedIn Profile, Website, Marketing Materials
- Consultant Resume
- LinkedIn Strategy & Training
- Ghost Blogging
- Social Media Management
- PowerPoint Design & Speechwriting

Small Business

How you present your business and you can make or break your chances for success. Forge a strong foundation that solidifies your reputation and creates buzz around what you do. Collide with opportunities on LinkedIn and dominate your space.

- LinkedIn Branding & Strategy
- LinkedIn Company Page Development
- Website Design & Website Copy
- Marketing Material Design & Copy
- Social Media & Blogging

MEET OUR TEAM

Donna Serdula

Founder & President



Donna started Vision Board Media & LinkedIn-Makeover.com in 2009. She is also the author of LinkedIn Profile Optimization FOR DUMMIES.

Dionne Carrick

GM of Operations



With a long history of servicing clients at a Fortune 500 company, Dionne is our General Manager of Operations.

Audra Ross

Sr Branding Specialist



Her professional background encompasses 10+ years of counseling, coaching, consulting, and training experience

Carmen Lobis

Sr Branding Specialist



He enjoyed a long and successful career in the corporate world of Information technology, including executive sales and marketing positions

Laurel Dowsell

Sr Branding Specialist



Drawing from a long history of both business and creative writing – Laurel is a storyteller

Jill Jaracz

Sr Branding Specialist



She is a writer with over a decade of experience writing for major publications, local newspapers, content providers, blogs and corporations

Sally Curran

Sr Branding Specialist



She is an experienced freelance editor, writer, and proofreader with an extensive history in the publishing industry.

Chris McGee

Sr Branding Specialist



His professional background involves 20 years in corporate communications, working for firms such as the U.S. Air Force, NASA...

Toni McLellan

Sr Branding Specialist



She is an attorney-turned-writer with over 16 years of experience writing for major magazines and brands

Mike Sahn

Sr Branding Specialist



Amazon Top 10 Bestselling Author who has written over 1,000 marketing articles since 2001.

Jan Stone

Sr Branding Specialist



In her past, she was a Public Relations exec who worked with agencies representing international & Fortune 100 B2B & B2C clients across vertical markets

Kelly Boyer Sagert

Sr Branding Specialist



She is a highly versatile freelance writer with 30 years of experience, a member of the prestigious, vetted American Society of Journalists and Authors (ASJA).

Barbara Pinckney

Sr Branding Specialist



25-plus years as an award-winning business journalist

Jeannette Williams

Sr Branding Specialist



She's a writer, editor, marketer, and an educator with a passion for learning and serving others

Pam Allen

Sr Branding Specialist



Experienced writer with diversified 25 year-background as a business reporter/editor.

Nathan Adams

Career Coach



Certified professional career coach, assisting people in transition since 2002.

For an extended list of Branding Specialists, please visit:

<http://www.linkedin-makeover.com/linkedin-profile-writer/about-my-team-linkedin-profile-writers/>