



Holly Berkley Professional Internet Marketing Consultant

Holly Berkley is an author, educator and professional Internet Marketing Consultant available for public speaking, educational seminars, and business consulting focused on helping all size businesses increase online sales, strengthen their overall brand, and dramatically boost web site traffic through proven online marketing concepts.

Holly's book Low-Budget Online Marketing for Small Business, published by Self-Counsel Press, was rated a "Must Read!" by *Today's Books*, and continues to help all size businesses increase Web site traffic and online sales. The book was translated and re-released internationally in September 2005, with the second US/Canadian addition released October 2005. Her new book, Marketing in the New Media is due out in January 2007



In 2006, Holly was asked to develop one of the first Internet Marketing courses for San Diego State University. She continues to teach the popular course to business and marketing undergraduates.

Holly's degree in Journalism & Communications from the University of California, Davis led her to work with some of the first companies to experiment with live web casts. She helped cover the 1998 Japan Winter Olympics and first ESPN X Games live on the Internet while working for TransWorld Media. In 2000, she worked with Inter@ctivate to head up the research of live animal web cams for the San Diego Zoo and boost online sales for companies such as Jenny Craig International by 400%.

Holly continues to share her research and knowledge in the online marketing field on nationally syndicated talk shows, business seminars, podcasts, magazine articles and online.

For more information on Holly Berkley, her books or services, visit the following web sites:

Consultant Web Site (www.sandiego-online-marketing-consultant.com)

Berkley Web Strategies, LLC (www.berkweb.com)

Vantage Internet Services, Inc (www.vantageinternet.com)

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