

Christina Kerley (“CK”)

A high-energy marketer with high-impact results.

In '99, Christina Kerley (aka “CK”) founded ckEpiphany, a consultancy grounded on serving clients through an approach combining tried-and-true principles and savvy new best practices before they become trends. For 15 years, she has worked with organizations, ranging from the Fortune 500 to start-ups to industry trade groups, employing a broad palette of expertise in bolstering brands, companies and causes.

Christina has identified revenue-boosting strategies and unique programs for organizations in the technology space including IBM, FCG, Earthweb, Verizon and Symbol Technologies. In the world of media, her work includes projects for Optimedia and the Syndicated Network Television Association, an organization of the top TV studios including Paramount, Warner Bros., Disney and NBC-Universal.

CK's marketing blog—ranking in Ad Age's “Power 150” and The Viral Garden's “Top 25”— offers a candid and clever analysis of strategy, social media and socially responsible marketing practices. Christina also contributes to MarketingProf's, an outlet that targets 270,000 marketers and professionals. Her ultimate goal is creating value by applying old principles and new technologies in addressing the ever-evolving challenges faced by business in this New Age.

CK has addressed audiences at the American Marketing Association, Fordham University, Stony Brook University and the University of Connecticut. In her commitment to advancing the profession, she created the first ever online marketing book club with members across six continents. Bestselling authors' Al Ries, Laura Ries, Ben McConnell, Jackie Huba, Paul Gillin and Katya Andresen—along with hundreds of business blogs—have praised her smarts, creativity and energy.

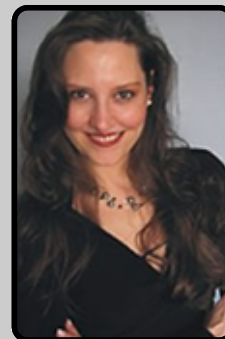
Christina wrote a chapter on “The Share Economy” for The Age of Conversation (June, 2007), contributed an essay for The New Influencers (May 2007), with her advice cited in online and offline media including Folio Magazine, The New York Post, MarketingProf's, MediaPost, iMedia Connection, Madison Avenue Journal, The Hartford Courant, Times of Oman and Tactics Magazine. Christina received her BA from Wesleyan College and studied for her MBA at Fordham University.

Key Links:

Marketing Consultancy: www.ckEpiphany.com

Marketing Blog: www.ck-blog.com

Testimonials: [click here to view](#)



“Today's breakthrough ideas—the true ‘epiphanies’ that create new value, markets and profits centers—require a blend of clever strategies, new media savvy and a relentless focus on customer-centric processes.”

Areas of Expertise

Retained for:

- Strategy & Planning
- Program Development
- Social Media (WOM)
- Writing
- Speaking

Client Industries

Core areas:

- Technology
- Media
- Interactive & Social Media
- Professional Services

Speaking Engagements

Presented at:

- American Marketing Assn.
- Fordham University
- University of Connecticut
- Stony Brook University

Writing/Articles

Publishes articles covering:

- Strategy
- Social Media
- Analysis & Planning
- Branding
- Positioning/Messaging