



Becky Livingston

Digital Marketing Consultant, Speaker, Author



Becky Livingston helps CPAs and small business owners to build muscle, marketing muscle.

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CONSULTANT | SPEAKER | AUTHOR

Ms. Livingston is a frequent speaker at accounting events and marketing venues. Additionally, she is an adjunct professor at two community colleges, where she teaches a variety of social media and digital marketing courses and certificates.

With more than 20 years of accounting marketing experience, Becky provides relevant, industry examples throughout her speaking engagements that resonate with accountants and marketers.

In addition, her books "The B2B Marketer's Guide to AI: Strategies, Tactics & Tools for Success," "The Accountant's Social Media Handbook," "SEO for CPAs - The Accountant's SEO Handbook," and "SEO Secrets, Myths, and Truths to Getting Found Online" have sold thousands of copies.

PRESENTATION TOPICS

- HubSpot
- Search Engine Optimization (SEO)
- Google Analytics and AdWords
- Using Search to Beat the Competition
- Rise of the AI Marketing Machine
- Social Media from Inception to Crushing It
- Creating a Marketing Strategy That Rocks
- Determine Social Media ROI
- Email is Your Ace In the Hole - You are holding the cards.
- Branding
- So many more...

BEST FIT AUDIENCES

Organizations + Teams
(Startup to C-Suite)

Conference and Event
Venues (45 - 60 minutes)

Webinars, Podcasts,
Interviews, Radio, and TV

State Societies &
Marketing Organizations

WHERE I'VE SPOKEN:

American Marketing Association, Association of Accounting Marketers, Boomer Consulting CMO Conference, Englewood Community Chest, G Mercy University, NJ Conference for Women, NY Accounting Show, NY State Accounting Society, SCORE North Bergen, Women's Future Conference, WordCamp (WordPress conference), and more.



LONG-FORM BIO

Becky Livingston, Penheel Marketing's founder and CEO, has more than thirty years of experience in marketing and communications, as well as a strong background in technology. She can also be found doing public speaking gigs across the country.

She began her career as a computer programmer in the chemical engineering field, then moved into web development and online marketing for the accounting industry—all of which has led her to this business.

Her corporate career includes large companies, non-profits, and CPA firms. In her management roles, she has been able to bring complex ideas into reality while keeping an eye on the big picture. Becky's ability to understand the details, to estimate project time lines, and to see how each piece of the project can impact others is key to her success.

Becky's forte is big-picture thinking and strategic management of complex initiatives. Her tech background has taught her a great deal about project management and what it takes to make projects come to life.

For her, learning is key and sharing that learning is even more powerful. That's why she attends several annual events, as well as speaks at events across the country ranging from CPA-related conferences and social media forums, to non-profit groups and educational settings. Topics are often presented to her, which she customizes to meet the audience needs and learning objectives.

Connect with Becky on Instagram, Facebook, LinkedIn, Pinterest and YouTube and begin networking with her today.

BOOK BECKY TODAY FOR:

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Podcasts & Webinars
Workshops

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"Becky was very generous with her knowledge and experience when she presented for our webinar on pay-per-click advertising for LinkedIn. Due to her content and level of details, our members were very engaged and asked a lot of great questions. I would highly recommend Becky as a presenter for a webinar or an in-person event." - Rosa, PKF North America