

A black silhouette of a hand is shown from the bottom, holding a realistic image of the Earth. The globe is centered on the Americas, showing North and South America in green and brown, surrounded by blue oceans. The background is a dark brown color with numerous out-of-focus, glowing yellow and orange circles of varying sizes, creating a bokeh effect. The main title text is overlaid on the globe.

# Writing, Digital Media, Public Relations

CV of Debbie Elicksen

# Debbie Elicksen

- Copy Editing, Substantive Editing
- Social Media Setup and Management
- Media Relations
- Public Relations
- Writer
- Speaker
- Webcaster
- Podcaster
- WordPress Website Editing

# International Consultancy Specializing in: Entertainment, Media, Sports, Entrepreneurs, Small Business

Working with clients in:

United States

Canada

Sweden

United Kingdom

China

Switzerland ...



# Virtual Broadcasting

Streaming live international broadcasts in:

United States	Canada	United Kingdom
Brazil	South Africa	Iran
Norway	Trinidad and Tobago	Ireland
Italy	Netherlands	Malta
Australia	Wales	... and More

# Virtual and Social Media Publicist

Experience working with public figures, celebrities, corporations, and non-profit organizations.

Experience in front and behind both the traditional and digital media microphone.

Experience strategizing, producing, and managing social media content.

# Digital Media ROI

- Training company: in four months, increased Twitter following 12%; a number of followers industry leaders with +100K in their network
- Comic book company: in four days, increased Facebook following by 25,000
- Emmy-winning documentary filmmaker from New York City to help her promote several screenings of her latest film; numerous traditional and digital media hits
- Creating a digital footprint out of nothing for an entertainment company in Arizona that helped them land a significant partner and investor

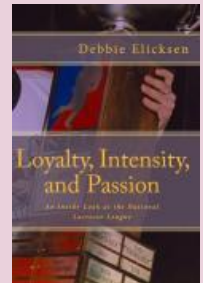
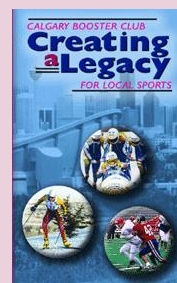
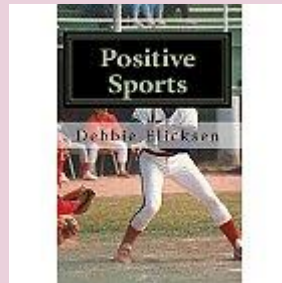
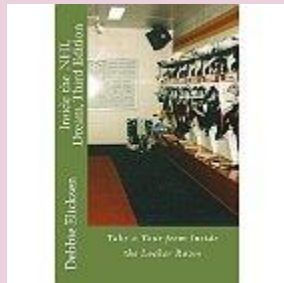
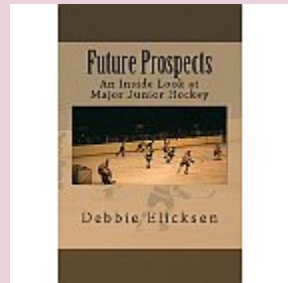
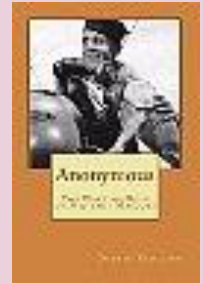
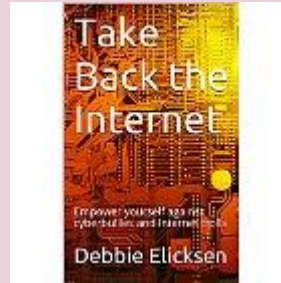
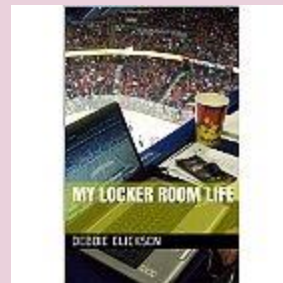
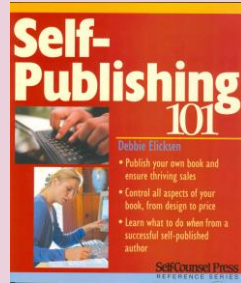
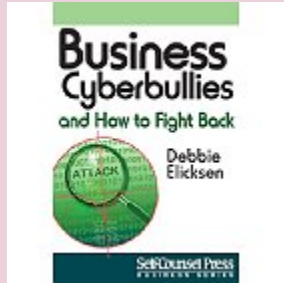
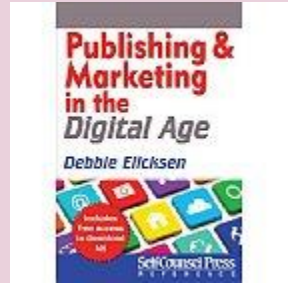
# Feedback

*Keep up the great work Debbie.* -- Erik Qualman, digital leader

*Thanks, Debbie. Your energy is contagious. Not a day goes by that I'm not appreciative of all you bring to this community.* -- Richard Botto, Founder Stage 32

*Thank you Debbie Elicksen for all your great work. You know your stuff!* -- Jennifer Miller-Bender, entertainment

# An Authoritative Voice

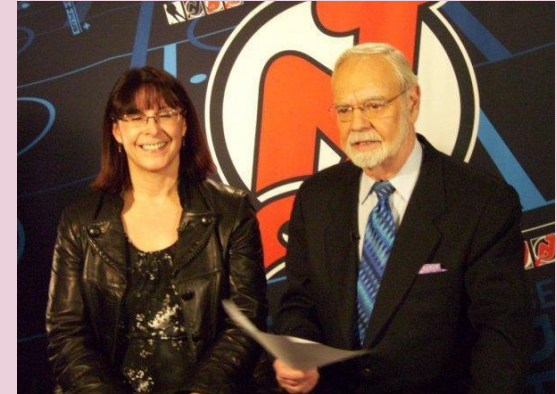




# Media

Covered the NHL for over 15 years • Wrote weekly NHL column on [www.nbcsports.com](http://www.nbcsports.com) • Reported for The Fischler Report, ESPN/PA and Philadelphia Sportsticker • Wrote for the New England Sports Journal and Associated Press • Wrote for Hockey Canada Alumni Association • Wrote for the Calgary Herald Special Projects for over 4 years • Wrote for Source Media for over 4 years • Co-hosted Friday SocialChats with Tonya Scholz on Spreecast • Co-host the webshow Virtual Newsmakers, a show that bridges traditional and digital media

# Traditional Media



# Digital Media

Lynyrd Skynyrd



Dave Carroll, United Breaks Guitars



Tony Dyson, R2D2 Creator



# Media Appearances

Some appearances include:

The Vicki Gabereau Show

NHL Network

NBCSports.com

Motivation With a Purpose Radio

MSG Network

Shaw TV

SportsChannel America

City TV

Global TV

Featured in Canadian Football League magazine

Featured in Calgary Herald

# Public Relations

*Debbie is an exceptional media relations expert and always has an innovative eye for the project at hand. She and her team are results-oriented and interested in customer service first. Leave it to Debbie! Top qualities: Personable, Expert, Creative — Claire Mills, PMP, Vice President, Professional Development Portfolio/Senior Consultant at Center of Excellence for Public Sector Marketing (CEPSM)*



Edmonton Trappers  
AAA Baseball Club



Comedian  
Luba Goy



Canada Defense Minister Peter  
McKay, 2010 Olympic Mascots  
at Canada Pavilion, Calgary  
Stampede



Emmy-winning  
Documentary Filmmaker  
Stephanie J. Castillo

# Public Relations

For 7 consecutive years, contracted for media relations for the Government of Canada during Calgary Stampede

Public relations director for the Edmonton Trappers Baseball Club – worked closely with the California Angels

Public relations director for the Edmonton Brick Men Soccer Team

Event planning for Canadian National Institute for the Blind

Worked with Emmy-winning documentary filmmaker from New York City to help her promote several screenings of her latest film

# Speaking/Facilitating/Training

Schools

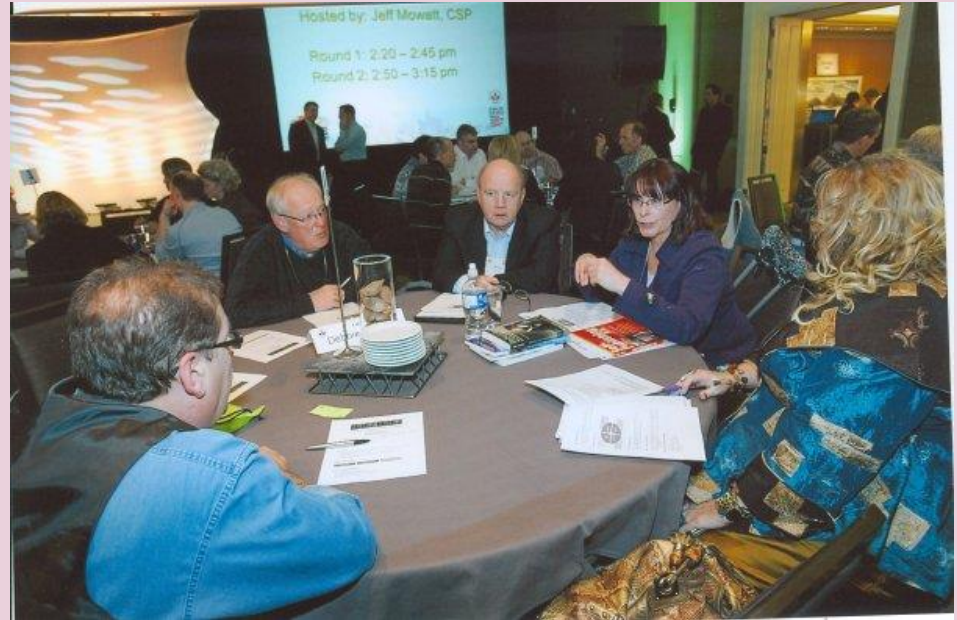
Teachers conferences

Universities

Career development organizations

Speaking associations

Retail



# Publications

Edited, ghosted, project managed 100+ books

Edited and project managed 100 annual reports

Created, edited, and project managed the creation and recreation of websites from 5 to nearly 100 pages

Published in numerous local, national, and international traditional and digital articles, newspapers, newsletters, and blogs



# Contact Information

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<https://www.facebook.com/debelicksen>

<https://twitter.com/bookpublish101>

<https://www.linkedin.com/in/debbieelicksen>

<https://www.instagram.com/debbieelicksen>

<https://www.youtube.com/user/debbieelicksen>

<https://www.pinterest.com/debbieelicksen>

<https://medium.com/@debbieelicksen>

<https://www.stage32.com/profile/76429/debbie-elicksen>

<http://virtualnewsshow.com/>