

CEO & EDUCATOR

PETIA ABDUR-RAZZAAQ, MBA

PROFESSIONAL TRAINER & PUBLIC SPEAKER

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*If you want to go fast, go alone.
If you want to go far,
go together.*

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Reconnect to your customers

Harness the power of your brand story and purpose combined with insight to achieve meaningful engagement with your customers. In an increasingly competitive landscape and shifts in consumer attitudes, now is the time to forget the old ways and embrace change for sustainable growth.

Gain market influence

How does your brand purpose relate to customer needs and in a post-pandemic world, are you leveraging opportunities for digital influence?

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Turn your data into actionable insight



The Economist reported that **data is the new oil**, but how do you **optimise its value**?

Data-driven digital strategies have become a critical contributor to marketing success. Personalized customer experiences are on the rise as businesses seek to increase brand loyalty and sales.

By using the right tools and techniques to track and analyze data, **Petia has successfully helped legacy brands reconnect to the right customers.**

Data is key for conversion

Results-driven online marketing campaigns enabled her clients to gain market influence, improve brand engagement, and ultimately better ROI.

Uncertainty is the new normal

Don't neglect digital, **adapt to achieve stability and growth.**

In a market vulnerable to disruption, **how agile are your marketing strategies?**

Strategies are being reshaped to suit changes in buyer behavior. Delivering relevant content to your audience is more important than ever. Conscious consumerism is growing and it's your job to address their challenges appropriate to your services or products.

As a Digital Marketing Strategist, **Petia helps small businesses accelerate their digital strategy to deliver meaningful results.**

Additionally, workplace culture is critical to innovation and growth. Petia equips her trainees with the tools needed to achieve **greater productivity** for better business performance.

DIGITAL MARKETING STRATEGIST
PROFESSIONAL TRAINER & PUBLIC SPEAKER



FEATURED EVENTS & WORKSHOPS

Grow
with
Google



accompany
capital



KAUFFMAN FASTTRAC®



Petia is a regular speaker at the International Future Summits hosted by [Global Startup Ecosystem](http://GlobalStartupEcosystem.com), where she delivers best practice workshops on Google's Digital Tools. In partnership with digital leaders such as Google Cloud, SAP, Microsoft, IBM Cloud, and AWS incl. United Nations, the Global summits bring together thousands of delegates for training and opportunities for growth.

www.petiaabdurrazzaaq.com

DIGITAL MARKETING STRATEGIST PROFESSIONAL TRAINER & PUBLIC SPEAKER

| BIO

Experience

Petia has **20+ plus years' experience** as a **Digital Marketing Strategist**. She began her career during the launch of The Boston's Globe's website boston.com, where she developed **high-impact** online marketing campaigns for major clients such as Dunkin Donuts and Fleet Bank.

After several years, in 2010 she relocated to New York City to work for a major e-consultancy firm.

How challenges lead to growth

Petia was at the height of her career when she moved to NYC, then the impact of 9/11 saw her jobless and in an unanticipated situation.

After months of going through multiple interviews, only to be told she didn't get the job, Petia decided to use the opportunity to get her MBA in Marketing Management and spent the next few

years furthering her experience as a digital marketer and consultant – in industries such as Fashion and Tech.

Petia's tenacity and desire to maximize her skillset to continue her passion and serve others, led her to build her own empire.

Entrepreneur

For the past 10+ years as Principal of The Stylista Group, Petia and her team have developed and executed digital marketing campaigns that have produced outstanding **measurable results**.

The firm has a **niche focus** that helps legacy lifestyle and luxury brands connect with present-day customers by harnessing the power of their brand stories and collaborating with micro-influencers. Clients include Vera Moore Cosmetics, Isoplus Hair Products, and Castro Convertibles, to name a few.

DIGITAL MARKETING STRATEGIST
PROFESSIONAL TRAINER & PUBLIC SPEAKER

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BIO

Highly engaging Speaker & Educator

Petia's deep expertise and ability to articulate effective strategies keep her audience engaged and motivated to take action.

Petia was one of the original Speakers for Constant Contact's Local Authorized Experts program where she delivered best practice presentations on email marketing and social media. Today she holds a similar role as a Grow with Google Speaker. Like a social butterfly, Petia **naturally connects to her audience** whilst equipping them with the knowledge and tools needed to succeed.

Service to others

Petia is the Co-founder of Mosaic Mommies. A community formed to increase representation and greater diversity in the influencer-brand market.

Launched at Bloomingdales, [Mosaic Mommies](#) support multi-ethnic mum influencers by providing opportunities for them to grow their online influence with global brands. In return, the community acts as a focus group for brands delivering insight into consumer perspective and widening their reach into untapped markets.

Defined by her peers as a survivor who is relatable and down to earth, Petia loves connecting with people and has a supportive spirit. She is a National Geographic buff and enjoys traveling to explore new cultures. Petia often spends quality time with her family and girlfriends.

DIGITAL MARKETING STRATEGIST GROW WITH GOOGLE PROFESSIONAL TRAINER

GROW YOUR BUSINESS



What is Grow with Google?

Grow with Google provides training and free tools to help individuals advance their careers and grow their businesses.

Petia partnered with Google to train business leaders and professionals on the tools available to;

- **improve their digital skills,**
- **accelerate online growth,**
- **track performance, and**
- **maximize productivity.**

Who is it for?

For small business owners, job seekers and educators, Grow with Google provides an opportunity for individuals with a professional growth mindset to master an increasingly digitally connected world.

To learn more about Google services and resources available for small businesses, register for a workshop online or contact directly for a private team session.

What to expect?

As a third-party trainer, Petia has presented hundreds of workshops on behalf of Google Partner Organizations.

Her engagement techniques inspire individuals and businesses with confidence and knowledge to achieve their goals. Some of Petia's most-requested workshops include:

- **Digital skills needed for everyday tasks**
- **How to reach customers online with Google**
- **How to power your job search with Google tools**

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In 2020, **Google** helped over **700,000** businesses reach customers online. Google, 2021

DIGITAL MARKETING STRATEGIST
PROFESSIONAL TRAINER & PUBLIC SPEAKER

SIGNATURE PRESENTATIONS

Digital Storytelling 101

Gain insight into tried and tested social campaigns that deliver real return on value. Tailored to your business, discover **social media campaigns** that make an impact, and leverage opportunities such as social listening and user-generated content to increase brand engagement and sales. Also, learn best practices for social advertising and how to effectively measure social performance.

Connect to your customers through meaningful, relatable content. Learn how effective **digital storytelling** can increase your brand engagement and business profitability. Discover the mix of digital media tools and techniques available to build a compelling story that your customers can't resist.

How to develop effective social media campaigns

Demystifying Facebook Promotions

With 8 million active advertisers on Facebook (2020), it's no secret that paid ads are valuable to small and medium-sized businesses. In this session, Petia lays out proven strategies

to optimize your **Facebook promotions**. You will learn how to design and promote impactful ad campaigns, measure their success and increase your conversion rates.

DIGITAL MARKETING STRATEGIST
PROFESSIONAL TRAINER & PUBLIC SPEAKER

SIGNATURE PRESENTATIONS

Email Marketing 101

Create an **email marketing** strategy that converts. Learn how to develop email marketing campaigns that engage new customers and build stronger consumer-brand relationships. Find out what metrics are important and how analytics can help your business address specific customer needs and convert them. As a bonus, discover the most cost-efficient tools needed to achieve successful email marketing campaigns.

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Email marketing has the **highest return** on investment for small businesses.

Campaign Monitor, 2019

Amplify your brand with micro-Influencers

Generate new customers and improve your business credibility by maximizing the value of **micro-influencers**.

With influencers becoming a growing trend and **82% of consumers revealing that they are more likely to follow a recommendation from a micro-influencer***, don't be the last in line to

*Expert Voice, 2019

seize this opportunity.

Petia has successfully executed multiple micro-influencer campaigns for her clients at The Stylista Group. Learn how to get started with micro-influencers, how much your business should be investing, and create a strategy that generates a return on investment.

CLIENT TESTIMONIALS



Working with Petia over the past 7 years at SCORE small business events has been a rewarding experience. She has presented numerous educational Facebook workshops helping our clients effectively reach their target audiences to meet their business goals. She is knowledgeable and focused whilst being supportive to those attending. **Jim Alles, Score NYC**



Petia's expansive experience and knowledge in digital marketing has enabled all the consultations for our small business clients to be effective and results oriented. Petia is a pleasure to work with. **Yanki Tshering, Executive Director, Business Center for New Americans**



I have had the pleasure of working with Petia for over 5 years. She has been an outstanding guest speaker on social media marketing at various places where I taught, including the New York City Dept of Small Business Services (FastTrac Program) and at NYU. Petia is an excellent presenter who provides an easy-to-digest, in-depth understanding of social media. **Alan Siegel, Principal, Small Business Management Consulting/Adjunct Professor at NYU, LIU, and the City University of New York**



Working with Petia is always a joy. We rely on her expertise every year to support our clientele. Her keen insights on digital marketing are invaluable. **Tuesday P. Brooks, CEO, AJOY & Kauffman FastTrac Instructor**

CONNECT WITH PETIA



www.petiaabdurrazzaaq.com
petia@petiaabdurrazzaaq.com



@Petia Abdur-Razzaaq



@NYMarketingDivA