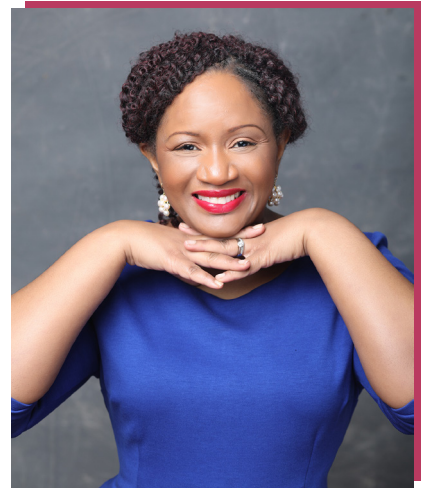


PETIA ABDUR-RAZZAAQ, MBA

CEO, Educator & Public Speaker

Digital Marketing Strategist

In an increasingly digital competitive landscape and shifts in consumer attitudes, **reconnecting to your customers**, leveraging **digital opportunities**, and using **data insight** to drive growth is more vital than ever. As a Digital Marketing Strategist, Petia helps **small businesses** accelerate their digital strategy to deliver meaningful results. And, with workplace culture critical to innovation, Petia equips her trainees with the tools needs to achieve higher productivity for better business performance.



 @Petia Abdur-Razzaaq

 @NYMarketingDivA

"Petia's expansive experience and knowledge in digital marketing has enabled our small business clients to be effective and results oriented." Yanki Tshering, Executive Director, BCNA

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. Today, she is the Principal of [The Stylista Group](#) – a digital marketing firm with a focus on providing results-driven marketing campaigns for legacy lifestyle and luxury brands.

Petia is also a Professional Trainer and Public Speaker. Like a social butterfly, she naturally connects to her audience. Her ability to convey best practice digital strategies engages her trainees and motivates them 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.



Signature Presentations

Petia's goal is to equip your business or trainees with the tools & skills needed to leverage digital opportunities for market growth. Discover Petia's signature presentations:

- Digital Storytelling 101
- How to develop effective social media campaigns
- Demystifying Facebook promotions
- Email Marketing 101
- Amplify your brand with micro-influencers

Petia is a **Grow with Google** partner where she trains business leaders and professionals on the resources & tools available to improve their digital skills and productivity to grow their business. She regularly delivers best practice workshops on Google's Digital tools at the International Future Summits hosted by [Global Startup Ecosystem](#).

Download Petia's full media kit, book an event OR attend a Grow with Google workshop

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