

Deirdre Malacrea

1. Professor of Marketing/Digital Marketing at Lehigh; HBS MBA;previous CP volunteer
2. Worked on the STEM Teachers project with Darren and Efrem. Then joined the Board.Previously CMO of a nonprofit.Darren ,who is an exec at Linked In and a coordinator on the CP Educ Committee introduced us.
3. She thinks having a network of digital operatives on call makes sense....and she is willing to be one.She is just out of pocket until the end of May with the end of the semester and grading.
4. She sent along to tools which are on our Google site under team documents.A note on conducting a Social Media audit and an outline for a project.
5. The Audit note has a link to Hootsuite which has a template for a social media audit.
6. Like Bill in his comments, she emphasized that the biggest add is in the front end work--- strategy, marketing overview, brand /value proposition. "Must not separate digital/social media marketing from its foundation"
7. Marketing /Brand strategy then marketing tactics
8. She does not have a textbook for her course--"everything is always changing"
9. She does have Social Media Marketing by Keith Quisenberry as a reference.Thinks Quisenberry has written for HBR. (Have to check)
10. Mentions that the various platforms --Google,YouTube ,Facebook and HubSpot have guides as to how to use.Thinks the HubSpot founder may be teaching at HBS
11. Likes our framework-- knowledge /reference materials, model of how to do the work,tools and processes, operating experts to advise.
12. Is always looking for situations for her students to work on a project.
13. Bill, gave her your name so that you could meet her in June, after her end of year crush.