



Speaker's Profile

Fernanda Alberici

Need an engaging, high-vibe marketing speaker for your event?

If you're looking for a fab, engaging and vibrant speaker to captivate your audience, and educate them on how to attract a steady flow of leads, customers, and build a successful business online, in a fun and informal way, you've just found her!

Fernanda loves nothing more than delivering inspirational and engaging talks that not only take your audience from "no clue" to "A-HA!", but she does it in an entertaining, warm and fun way.

Fernanda is a warm, energetic and charismatic speaker.

Having worked in marketing and events for 15 years, and built her own business from the ground up, Fernanda shares valuable and practical marketing insights that will inspire your audience to take action.

With deep marketing knowledge, and being a true people's person, Fernanda knows that **it's not what you say, but it's how you make people feel that matters.**

Fernanda uses real life stories and examples that your audience can relate to. After watching her speak, your audience will feel energized and motivated to take their business to the next level.



“ Hello Fernanda! It was so lovely to meet you today, thank you for all the tips about Facebook marketing. I really did learn a lot and you clarified a lot of confusing areas for me. Hope you have an amazing day! ”

Melissa Haber, Copywriter



Speaking Topics

Fernanda focuses on online marketing strategies that generate leads and sales to businesses consistently, enabling planning, forecasting and real growth.

Signature presentations which can be customised to suit your audience include:

Facebook Advertising

- Harness the Power of Facebook & Instagram Ads to Grow your Business.
- The psychology of selling. How to build a pipeline of customers using social ads.
- How to build a profitable business without social media burnout.

Digital Marketing

- How to move your ideal clients from finding you online to becoming loyal customers.
- Ditch the overwhelm and welcome effective content to your marketing toolbox.

Interested in a different topic or angle? Just ask.

“*Fernanda was a confident and engaging presenter and had her audience captivated throughout her presentation at Fashion Exposed NOW. Fernanda provided practical, generous and clever advice for participants and provided marketing tips and insights to a retail audience.*

If your business has a chance to welcome her for any speaking opportunities, you should contact Fernanda today and book her in - you won't be disappointed. ”

Amanda Obaidini, Exhibitor Director, **Fashion Exposed NOW**



Audio Visual Requirements

To ensure Fernanda can deliver the best presentation to your audience, she will require:

- A microphone, wireless is preferred where possible, as she likes to walk and engage with the audience
- Data Projector, laptop and clicker
- Internet access if videos are required
- For workshops, a whiteboard or flipchart and pens are ideal.
- If on a panel discussion, chair and water.
- Water on the speaker's table for all types of events.
- Please advise in advance if the room will be set up in lecture, classroom or cabaret style.

Talk to Fernanda about your next event: hello@fabmarketing.com.au or +61 430 635 025



What people are saying...

“ Fernanda hosted a webinar as an expert in her field of Facebook and Instagram marketing for Victory Offices. Fernanda was amazing from our initial meeting and right on through to the event itself. She was equipped with a few topics that she could discuss and tailored the entire virtual event to the demographic of our members. Fernanda always maintained communication with me which resulted in a seamless and informative session that exceeded expectation and resulted in positive feedback from attendees. It is obvious that Fernanda is skilled at what she does, and I wouldn't hesitate in recommending her services. ”

Cate O'Connor, Event Coordinator, Victory Offices

“ Absolutely loved the workshop!! Highly engaging, relevant content delivered in an interactive way. Lots of tips and tricks to take home and practice. This was an extremely worthwhile morning. Thank you. ”

Lauren McDonnell, Navi

“ I was struggling to reach a wider audience and didn't know how to keep a consistent presence online. Fab Marketing workshop was very helpful and informative. Fernanda is very friendly and I felt comfortable asking questions. The presentation was well paced and informal, I really enjoyed it and would surely recommend it to other business owners. ”

Sevil Sabah, Lyncris Jewellers

“ Fernanda has some breadth of knowledge and skills in online marketing. I invited her to be a guest expert for our Start Up Mum Academy on the topic of email marketing and lead magnets. Fernanda delivered the content in an engaging and informative manner. I was also impressed with the effort she went to in providing such extensive content to educate our members. We've had excellent feedback from our members and I look forward to any future opportunities where we can share her expertise further in our community. ”

Michelle Smith - Founder, Start Up Mum

Book Fernanda Today



