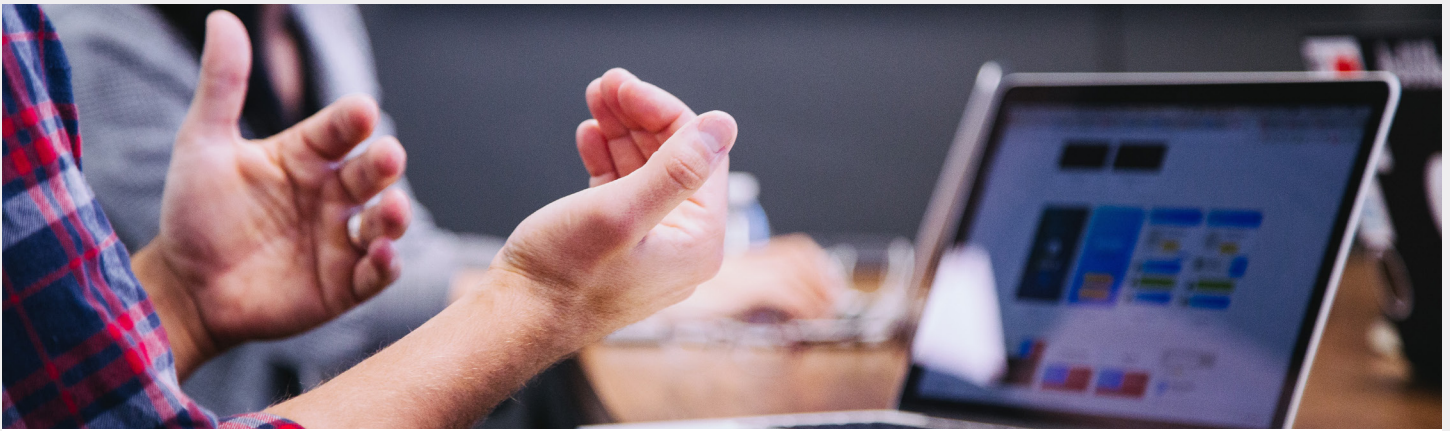




**Cyber PR Army**

**SUMMARY of COACHING  
CREDENTIALS  
and STYLE**





# SEASONED COACHING

---

As a seasoned coach since 2014, Lynn Colepaugh has perfected the art of pitching information at the right level for a client's needs and experience. Whether you are a seasoned tech-whizz missing some key information or don't know where to start, her friendly, approachable style of coaching is designed to give you a bespoke experience that will help you master your next step. And if you're not sure what your next step should be, Lynn can help you create an achievable and measurable goal.

**Cyber PR Army Coaching** 



Effective, efficient,  
and tailored to our business!

**Cyber PR Army Coaching** 



Cyber PR Army has great local service  
with excellent knowledge of the latest  
technology for our small business.



# DIGITAL MARKETING COACHING EXPERIENCE

---

## DIGITAL MARKETING WORKSHOP – 12-MONTH RELEASE STRATEGY

### ECMA

This program gave coaches a hands-on approach that enabled them to build a 12-month digital marketing and promotional plan. Participants begun with a fundamental understanding of social media and learnt to develop their own digital strategy. The focus was on tying a digital strategy into existing marketing plans, how to brand and communicate content, how to leverage that content across various platforms, and how to measure performance.

## MUNCH & LEARN SERIES WORKSHOP DEVELOPMENT & PRESENTATION

### LadyBossCollective

Lynn assisted micro and small businesses within the Greater Moncton area for more than 2 years, delivering monthly coaching, both in-person and virtually, on how to master skillsets such as developing an online business wellness plan, creating goals and success paths, designing marketing funnels, creating Facebook campaigns and how to use PPC advertising.





## INTRO TO MARKETING YOUR BUSINESS ONLINE WORKSHOP

### **Fundy Tourism**

This half-day event featured coaching and instruction on digital marketing introductory topics, followed by hands-on implementation of the topics covered while Lynn assisted in the application of skills.

## DIGITAL MARKETING COACHING

### **ECMA**

This program ran for six weeks and assisted coachees in developing their online branding strategy including how to leverage their social media accounts to grow their audience week on week and increase engagement and click-through rate. Coaching was given as a combination of group coaching calls, individual support, and email support.

## DIGITAL MARKETING WORKSHOP

### **ECMA**

This ECMA digital marketing workshop introduced participants to the foundations of social media and marketing including how to develop a social media strategy, industry tactics, and how to pull it all together. Activities included an emailer course, email support, digital activities, and on-site coaching and group activities.



## **SOCIAL MEDIA PRESENTER**

### **Cape Breton Music Industry Cooperative**

As one of the keynote speakers at CBMIC's Spring Workshop, Lynn broke down digital marketing basics to an audience who understood the fundamentals of social media, enabling them to raise their digital marketing strategy to the next level. The format for this instruction was a webinar.

## **DIGITAL PRE-CONFERENCE DEVELOPER**

### **ECMA**

As the creator of the ECMA digital pre-conference, Lynn created course materials to support musicians of every level including video and downloadable content coupled with comprehensive email support.

