

## **Donna DeClemente Bio**

Donna has a diverse background in which she has assisted many brands, agencies and not-for profits over the years to develop and implement a wide variety of their marketing and communications needs. In 2005 she founded [DDC Marketing Group](#) which specializes in bringing online marketing solutions to life for her clients that help to drive website traffic through online promotions, email and search marketing as well as those that integrate blogs and social media into their marketing mix that she know defines as Social Sweeps promotions.

Donna joined the social media world in early 2007 years ago when she launched her own blog, [Donna's Promo Talk](#), which is written for marketers to help keep them up to date on the most recent interactive promotions and as well as social media and emerging media trends. She is also one of five women contributing bloggers on [Lip-Sticking.com](#), a popular blog about marketing to women online and serves as the Marketing and Sales Directory for the site.

Donna is also a board member of the Rochester Chapter of the American Marketing Association and currently serves as their VP of Communications, so you can also find her blogging on the [RAMA site](#), updating their Facebook page and Tweeting on their behalf. She is a [Social Media Marketing](#) columnist for the Examiner.com and also serves as the editor of the RWN's (Rochester Women's Network) monthly enewsletter.

Donna has presented on social media and internet marketing to various groups such as the Rochester Women's Network, the University of Rochester's Simon School of Business, The Rochester Chapter of the American Marketing Association and at the [SM2 Day Conference](#). She has been a guest blogger for several years for the Promotional Marketing Association and was a speaker at their Digital Marketing Summit held in NYC this past December.

You can reach Donna at: [ddeclemente@ddcmarketing.com](mailto:ddeclemente@ddcmarketing.com)

Blog: [www.donnaspromotalk.com](http://www.donnaspromotalk.com)

[Twitter](#) @ddeclemente

[Facebook.com/donna.declemente](https://www.facebook.com/donna.declemente)

[Linkedin.com/in/donnadeclemente](https://www.linkedin.com/in/donnadeclemente)