

Deltina Hay
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Publishing, Speaking, and Media Portfolio
(with a brief summary of experience)
Updated 01/10/10

Published Books

- *A Step-by-Step Guide to Social Media Marketing and Web 2.0 Optimization* (2008, Wiggy Press e-book)
- *A Survival Guide to Social Media and Web 2.0 Optimization* (2009, Wiggy Press, 400 pages, indexed, resource CD)

Books in Progress (several publishers bidding)

- *A Survival Guide to Social Media and Web 2.0 Optimization, 2nd Edition* (Fall 2010, Quill Driver Press)
- *A Survival Guide to Web 3.0: The Semantic Web* (Working Title – Spring 2011)
- *The Digital Publishing Handbook: Preparing, Selling, and Promoting Your Books in the Digital Age* (Working Title – Fall 2011)

Some Published Articles (Print):

- The *Independent*: The Independent Book Publisher's Association Newsletter
 - November 2007, "Why You Should Build a Social Media Newsroom, and What to Put in It"
 - December 2007, "Web 2.0 and Social Media: A Practical Guide to the New, Live Web, Part 1: Achieving Interactivity"
 - January 2008, "Web 2.0 and Social Media: A Practical Guide to the New, Live Web, Part 2: Sharing"
 - February 2008, "Web 2.0 and Social Media: A Practical Guide to the New, Live Web, Part 3: Collaboration"
 - August 2008, "Build an Impressive Social Networking Presence"
 - January 2009, "Streamlining Your Presence in the Social Web"
- *Authors Access: 30 Success Secrets for Authors and Publishers (Paperback)*
 - "Promoting Your Book with Social Media and Web 2.0"

Some Syndicated Articles:

- "Streamlining Your Social Web Presence in 6 Steps"
- "Social Media News Releases Explained"
- "What are Purpose-Built del.icio.us Pages, and How are They Used?"
- "How to Build a Web 2.0 and Social Media Optimized site Using WordPress"
- "Social Media Newsrooms: The Ultimate Web 2.0 Tool for Your Business"
- "How to Use Social Media Tools to Achieve Web 2.0 Optimization"
- "How to Build an Impressive Social Networking Presence, Beginning with Facebook"

A few places these articles are syndicated:

- SiteProNews
- AlphaTech5
- WriteWellMe
- SocialMedia.biz
- TyBeeGuy
- Facebookboost
- Readerviews
- HomeBasedBusinessPlan
- Egov.vic.gov.au
- OnlineMarketingUpdates
- EzineArticles
- SEOReview.com.au
- Whatis-facebook.com
- InteractiveInsightsGroup
- MLMCollege.net
- HyperLocalEdge
- HotWPThemes.com
- TectaoDesigns.com
- BloggingAuthors
- The SPAN Connection

Articles in Progress (working titles):

- “Preparing Your Content NOW for Web 3.0: The Semantic Web” - a three-part series.
- “Creating an Integration Map for Your Social Web Presence”
- “Google Wave for Small Business and Publishers”

Blogging:

- Contributing editor for SocialMedia.biz
- Editor of SocialMediaPower.com/blog
- Editor of DaltonPublishing.com/blog
- Austin Web 2.0 Examiner for Examiner.com

Presentations and Speaking Gigs

- Publisher's Association of the South's Winter Conclave
 - February, 2008, Nashville, TN, 50 attendees
 - Presentation on creating and using social media newsrooms.
- Writer's League of Texas' Editors and Agents Conference
 - May 2008, Austin, TX, 300 attendees
 - Presentation on social media for authors.
- Pacific Northwest Bookseller's Association
 - September 2008, Portland, OR, 450 attendees
 - Presentation on integrating your Social Web presence.

- IBPA's Publishing University (During Book Expo America),
 - May 2009, New York City, 500 attendees
 - Presentation on building an optimized Social Web presence
 - Hosted a panel on using social media in marketing
 - Sat on a panel on creating buzz using social media
- Annual Voluntary Organizations Active in Disaster Conference
 - June 2009, Austin, TX, 250 attendees
 - Keynote Luncheon Speaker: On using social media.
- BiGAUSTIN's Women's Business Center Conversations Breakfast series
 - July 2009, Austin, TX, 20 attendees
 - Presented on social media optimization for small business.
- Certificate in Nonprofit Leadership and Management Class of 2010 (Offered by Texas Association of Nonprofit Organizations)
 - October 2009, Austin, TX, 25 attendees
 - Teaching a four-hour session on technology and social media.
- Governor's Nonprofit Leadership Conference
 - December 2009, Dallas, Texas, 700 attendees
 - Presenter of two 90-minute sessions on Social Media

Guest Webinars

- AuthorSmart.com
- AuthorsAccess.com
- ReaderViews.com
- IBPA's Publishing University Online:
 - Building an Optimized Social Web Presence: Part One
 - Building an Optimized Social Web Presence: Part Two
 - Building an Optimized Social Web Presence: Part Three
 - Integrating Your Social Web Presence
 - Building a Social Media Newsroom
- WriteWellU:
 - Introduction to Social Media Tools: Part One
 - Building an Optimized Social Web Presence
 - Integrating Your Social Web Presence
- InsuranceMavericks

Interviews/Media Coverage

- Online:
 - AuthorAccess.com
 - ReaderViews.com
- Print:
 - San Antonio Express News
 - Journal of Property Management
- Radio:
 - WZNF, Cover to Cover

Summary of Business and Development Experience

- 1983-1989: General accounting services and computer/software consulting
- 1990-2006: Eclectic Business & Computer Services
 - Offering accounting services, database management, custom software development, Web development, technical support, software support, and training
 - Clients include many small to medium sized businesses, and some local government agencies in Oregon and Texas
- Since 2003, have been developing online consumer panels for the clients of *On Your Mark*, a firm that markets exclusively to women. These customized, online panels give *On Your Mark* the chance to ask questions in progression, which allows women to delve deeply into a subject over time (panels are maintained for a minimum of 12 months). The panels are carefully selected by *On Your Mark* to reflect specific target markets for each client. These panels are developed using any number of open-source forum and social networking platforms, alongside database driven surveys matched to specific demographic data.
 - Panels have been developed for the following *On Your Mark* clients:
 - Nestle Toll House
 - Real Simple Magazine
 - Carter's
 - OshKosh
 - H-E-B
 - American Greetings
 - Multiple, shorter-term projects developed for the following *On Your Mark* clients:
 - Victoria's Secret
 - Sherwin Williams
 - Bath & Body Works
 - Lean Cuisine
 - HEALTH Magazine
- 2002 – Present: Dalton Publishing
 - Published Creative Pulse Magazine from 2002 to 2004
 - Have traditionally published 16 titles for 13 authors in the Austin area
 - Six of the 16 titles are award-winning books
 - Gained international distribution through Midpoint Trade Books in 2008
- 2007 to Present: Social Media Power/PlumbSocial.com
 - Focusing development efforts on Plumb Social, a turnkey social media and search engine optimized Website service that integrates social accounts and blogging directly into customized, WordPress powered Websites – thus creating an complete, optimized, integrated Social Web presence for the client
 - Social Media Power is an educational resource for social media, Web 2.0, and Web 3.0 tools and technologies, as well as an outlet for consulting and development services