



Debra Dixon
President & CEO
Light of Gold PR,
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LLC

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“We Shed Light on the Gold That Exists in Your Company”

BIOGRAPHY AND PROFILE

- ❖ PR/Promotions/Marketing/Technology/ New and Social Media Trainer and Coach
- ❖ Consultant
- ❖ Educator
- ❖ Entrepreneur
- ❖ Public Speaker
- ❖ Writer

Debra Dixon is the **President and CEO of Light of Gold PR, Marketing, and Consulting LLC**, a MWBE (Minority/Woman-owned Business Enterprise) Headquartered in New York City with a satellite office in Atlanta, GA. Light of Gold PR, Marketing, and Consulting LLC has a 7 person team in New York, NY and a 2 person team in Atlanta, GA. The team has over 30 years of combined experience in Public Relations, Marketing, Promotions, Media Relations, Communications, Technology, Social Media, Training, and Consulting. Debra has over 18 years of Technology and PR experience, having worked as a Consultant, Trainer, Public Speaker, in Publicity/Promotions, Marketing, and Media Relations. **Debra and Light of Gold PR** have an active online presence via social media networks, and hosts the well-attended **Gold Social Media Networking event** in New York and in Atlanta in May 2010 to rave reviews. Debra is also the **Marketing and Social Media Expert for 1010 Wins’ Radio’s 5-Borough Breakfast** and will be a featured Entrepreneur in **1010 Wins’ Radio 2011’s Black History Month Series**. Debra was also a featured in the **Askanyeworker’s** April 2009 **Uberchic** Column as well as in the **Network Journal’s** article on **“Effectively Communicate Your Brand”** as well as in online blogs and numerous other articles.

In 2009 Debra co-executive produced 2 DVDs, **“Are You Marketing For the 21st Century? (Coaching Video and Information about using today’s new and social media tools) and “Social Media and What it Means to Your Business”**. Debra is featured on both DVDs and the DVDs have been utilized as tools in **Entrepreneurial Programs** in New York and was featured at the **2009 PowerNetworking Conference** in Atlanta, GA. She also hosts the **Gold Profile Video Series** and Podcast.

Debra has received various service awards for her work in the community and for advising small businesses on Marketing and PR, Technology, and Entrepreneurship.

Light of Gold PR was the **Official PR Firm of FraserNet's 'Succeeding in Tough Times' 2009 PowerNetworking Conference**, a National Conference that was held in **Atlanta, GA in June 2009**. Also in June 2009, Debra co-chaired **PRSA's T-3 Tech Conference (also national) in New York**. In **May 2009, Debra** hosted "**Relationship 2.0**" **Networking event and presentation**, featuring bestselling author and speaker, **George C. Fraser**. The event included networking as well as tips on leveraging Traditional Networking using Today's Web 2.0 Tools and Social Media.

Light of Gold PR provides Press/News Releases, Media Campaigning, Marketing Strategy, Event Planning, Web Development, Branding, Internet and On-Line Marketing, Podcasting, E-Books, and Web Seminars for small to medium-sized businesses and organizations.

Debra periodically teaches the Marketing Your Business for the 21st Century which highlights how to use Webcasts, Podcasts, Blogs, and Social Media to better market your company. She often has speaking engagements in both New York and Atlanta, GA for the Small Business Development Center, Ladies Who Launch, Give N' Take Women's Networking Organization, and the University of GA's Home-Based Business Series. She was an active member of the Manhattan Chamber of Commerce and NY Woman's Chamber of Commerce.

Debra has been featured as a female business owner in "**Atlanta Women in Business**" a report published in **Nuremberg, Germany**. Ms. Dixon was a business consultant for **The Crossing Bridges International Women in Business Conference**, a Sister City International Women's Business Symposium between Atlanta, GA and Nuremberg, Germany. She was also a featured speaker on the **Crossing Bridges International Women in Business Conference** held in **Nuremberg, Germany** in **2005**.

In the past, Debra has held positions as a **Public Information Officer, Writer, and Consultant** in the **PR Department at Hartsfield-Jackson Atlanta International Airport**. Additionally, Debra has been the successful host of the Decatur **Five-at-Five** Business Networking Event, a highly-attended business networking meeting in Decatur.

Originally from *New York City*, Debra has been a speaker and trainer for many organizations and associations for several years. Her dynamic and lively presentations make her a much requested speaker, facilitator, keynote speaker, trainer, and presenter at Conferences, Symposiums, Business Breakfasts and Lunch, Meetings, etc.

She was a featured speaker and facilitator at the *1998 Governor's Conference*, the *1999 and the 2001 Small Business Development Center Conference*, the *1999 Toastmaster Conference*, the NAACP Redevelopment Program, the NAACP Awards Ceremonies, the Gospel Exposure Awards, For Sisters Only, GSA (Government Services Administration) and many other conferences.

Debra hosted and produced a radio program for minority entrepreneurs and was a Technology Reporter for "Tech Tips" for a local cable TV program. She has appeared on TV and worked in Radio as a consultant on Technology, Business, and Marketing-related topics and has been quoted and featured in various newspapers and magazines. She also appeared on the cover of the **Atlanta Journal & Constitution's Personal Technology" Section (January 12, 1997 issue)**. She is in the **1998 and 1999 National Directory of Who's Who Executives and Professionals**, and was featured in the November 2002 edition of the **Power of Business** Magazine. Having attained a Bachelor's degree in **Journalism** and **English** and receiving computer training from IBM, Debra Dixon's skills combine computers as well as excellent verbal and written communication skills.

Additionally, she has been a guest presenter and trainer of the following workshops for various organizations: "*Toot Your Own Horn – Effective and Cost-Effective PR Strategies for your Business*", "*Marketing on the Internet and E-Commerce*", "*Marketing Your New Business*", "*How to Brand Yourself*", "*Using PR to Promote Your Business*", "*Emerging Technologies and You*", "*Buying the Right Computer*", "*Using Your Computer to Increase Business Productivity*", "*How to Automate Your Business*" and many other topics. Ms. Dixon has conducted training sessions as well as provided E-Commerce and E-Business, Web and Intranet Development, Help Desk, and Technical Support for corporations and small businesses.

Ms. Dixon advises companies and individuals on how computers and technology can enhance business productivity, streamline operations, and increase cash flow. Ms. Dixon has also consulted with companies on computer hardware and software processes and implementing emerging technologies.