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Top Skills

Business Development

Public Speaking

Healthcare

Languages

English (Native or Bilingual)

Chinese (Elementary)

Certifications

Hootsuite Platform Certification

Publications

The Method Behind Our Madness

Twitter for Professional Use

How Being a Virtual Assistant
Helped me in My Nursing Career

Benefits of Microblogging on Twitter

Letter to the Editor

Amelia J. Roberts, Collaboration Expert

Are you securing meetings with the right people? If not, let's get more "first dates" in business! |Omnichannel Lead Generation | Business Relationship Advisor| Digital Marketing | Business Development | #Dream100

Washington DC-Baltimore Area

Summary

►# Under-recognized professionals hire me to become matched with relevant opportunities in the health industry and beyond.

►# : I get you "first dates" in business by making introductions to the right people who get you further faster. I do this by teaching you a framework on how to source, build, and nurture business relationships that benefit everyone involved and have fun along the way!

WHAT OTHERS SAY:

"If your goal is to connect with qualified leads, then Amelia is the Consultant you need in your corner. I've had the pleasure of collaborating with Amelia on several projects, and she always delivers beyond expectation. Amelia's ability to assess the needs of her clients, provide strategic guidance, and connect her clients with the essential resources that produce results makes her the true, "power connector." I highly recommend Amelia if your goal is to partner with a resourceful, forward-thinking Consultant."

-Elle Pierson, RN, MBA Online Crisis Management Consultant

"Since the first day that I met Amelia at a Women's Business Networking event a few years ago, I have been impressed by her high level of connectivity and deep engagement with executive leaders who work across all sectors. Amelia has an authentic desire (and proven capabilities) in the area of strategically linking influential leaders to each other and also to the resources that they need in order to facilitate business growth. Amelia's solution-based orientation coupled with her sound methodology and clear thinking has added tremendous value to my business, and for that, I'm grateful."

-Makeba Clay MA, Leadership and Organizational Strategist

Would you like to have a simple, yet effective visibility plan?

If so, I would love to explore which of my services will support you:

<https://calendly.com/solutionsbyamelia/dream100visibility>

If that is too much too soon, please check out my podcast interviews below:

Relationship Building in Healthcare

<http://bit.ly/HealthSystemRelationshipBuilding>

Increase your visibility and get more clients on the Deliberate Freelancer Podcast

<https://meledits.com/64-how-to-increase-your-visibility-and-get-more-clients-with-amelia-roberts>

How to increase your online visibility with collaborations with Kim Garst

<https://www.facebook.com/kimgarstbiz/videos/697824807486369>

Pitching Yourself is an Act of Giving on Boss Moms

<https://boss-mom.com/amelia-roberts>

Content Marketing in Healthcare

<http://bit.ly/HealthcareContentMarketing>

Profile Photo Credit: DFinney Photography

Experience

Solutions by Amelia

8 years 1 month

Host of Confident Collaborations Podcast

September 2020 - Present (5 months)

Many professionals struggle to get in front of the right people and scale with sanity.

But thanks to the internet, it is now easier than ever to find just the right collaborations and related opportunities that are attached to humans.

Unfortunately, we do not wake up with the skill of "opportunity finding" and being seen by the right people.

Additionally, visibility and showing up for ourselves is a muscle that needs to be developed.

If learning about best practices related to self-marketing, business development, and strategic partnerships can serve you, please tune into the Confident Collaborations Podcast: <https://anchor.fm/confidentcollabs>

Marketing Consultant, Collaboration Expert, Business Relationship Advisor

January 2013 - Present (8 years 1 month)

Acts as the primary client relationship manager and facilitates rapid professional network expansion.

As a digital native, Amelia was formally introduced to online marketing in 2001.

Since no one was making money online back then, she got a "real" job and socially acceptable credentials and landed in the healthcare industry.

As a visibility expert Amelia has helped various clients get in front of the right people results look like:

- almost 500 leads in under 4 weeks
- national speaking opportunities
- marketing campaigns that look like virtual roadshows and online speaking tours

Healthcare Marketing Strategist and Writer

January 2016 - Present (5 years 1 month)

Amelia creates content for blogs, test items, web copy and more.

She helps you get seen with words by capturing the needs of your readers so that your message will resonate and motivate your audience to take action towards a specific goal.

Her work has been featured in media outlets like:

The Maryland Women's Business Center

SM Media Enterprise
Minority Nurse and others

Public Speaker and Guest Expert
January 2017 - Present (4 years 1 month)
Washington D.C. Metro Area

- *Women's Professional Empowerment Symposium- Personal Branding for Business Growth (2020)
- *SHRM Presentation- Social Media - Human Resources and Leadership's Role (2019)
- * Virtual Business Summit for Event Planners (2019)
- * Virtual Business Summit for Nurse Practitioners and other Healthcare Providers. (2018)
- * Washington, DC Area Social Media Presentation Women's Entrepreneur Forum (2017)

Guest on multiple podcasts discussing healthcare marketing, social media and relationship building and more!

* The Creative Marketing Zone with Eric Koch | Studio 78 with Nache Snow | Leading with Health with Jennifer Michelle

Healthcare Marketer and Content Strategist at The Business of Nursing
August 2016 - Present (4 years 6 months)

Develops, distributes and promotes content related to nurses, healthcare and business.

Business Development Consultant
January 2013 - Present (8 years 1 month)

Amelia establishes business partnerships and secures new business through targeted lead generation, direct outreach, warm introductions as well as participation at vetted networking events that will quickly build a book of business and lead to business growth.

Certified Hootsuite Professional
January 2016 - Present (5 years 1 month)

Skilled in using HootSuite (Social Media Management System) for Small Business as well as Enterprise level Clients.

Social Media Manager, Marketing Coordinator, Content Strategist

January 2013 - Present (8 years 1 month)

Washington D.C. Metro Area

- ✓ Developed and implemented a Lead Gen Campaign that resulted in almost 500 new leads in under 4 weeks.
- ✓ Developed and implemented a Growth Hack that resulted in a Facebook reach increase of 775%
- ✓ Developed and implemented a Growth Hack Twitter Community by 193% in less than 4 months
- ✓ Developed and implemented a Content Strategy that grew an Online Community by 38% in less than 9 months
- ✓ Stanford Medicine X and Sympur announce an Everyone Included™ social media research challenge semifinalist
- ✓ mHealth App Developer

I have worked with:

HIPAA SaaS Companies

Medical Device Startups

Higher Education Professionals

Government Contractors and more

Professional Speaker

January 2014 - Present (7 years 1 month)

Washington D.C. Metro Area

Presents on topics related to use of Social Media in Healthcare.

Maryland Women's Business Center

Contributing Writer

January 2017 - Present (4 years 1 month)

Are you using Twitter to develop professional relationships?

The Maryland Women's Business Center invited Amelia to share best practices on this topic, please see the link below:

<https://marylandwbc.org/benefits-of-microblogging-on-twitter/>

Healthcare Marketing Network

Contributing Writer

March 2018 - Present (2 years 11 months)

Are you making the most of networking events?

Would you like to better leverage networking events?

Amelia was invited in as a Guest Writer to share about best practices on just these topics, please see the link below :

<https://healthcaremarketingnetwork.com/how-to-leverage-networking-events-to-benefit-your-small-business/>

Nurse Marketing

Podcast Host at Nurse Marketing: The Business of Nursing

August 2017 - Present (3 years 6 months)

What does nursing have to do with business and marketing?

This is where Amelia talks about the many ways humans help other humans get the resources they need

to survive and thrive at the bedside, in the boardroom and beyond.

The Business of Nursing is where life and business intersect.

<https://thebusinessofnursing.com/stories-of-nurses-and-business>

Healthcare

Clinical Program Coordinator and Case Manager

January 2008 - Present (13 years 1 month)

Part Time

Over 10 years of healthcare experience that includes some of the following:

Rapid Problem Solving

Stakeholder Wrangling

Care Coordination

Health IT

Healthcare Compliance SaaS technology

Electronic Health Record (EHR) Workflow Creation

EHR Go-Live Implementation

Patient Education -Biologics, Pre-Surgical Process

Relationship Building

Payer Management/ Insurance Prior Authorization

Children's National Hospital
Contributing Healthcare Writer
January 2017 - Present (4 years 1 month)

Lean healthcare application in the ICU setting.

Nursing Institute for Healthcare Design
Marketing and Communication Committee
February 2017 - January 2018 (1 year)

The Marketing and Communication committee is charged with informing members through engaging communication about news, events and opportunities in the healthcare design industry.

Here I have:

Implemented systematic content curation strategy
Introduced an Influencer (Partner) engagement workflow

eWomenNetwork
Marketing Coordinator
August 2016 - April 2017 (9 months)
Rockville, MD

- ✓ Search engine optimization (SEO) through keyword analysis
- ✓ Social media content creation and campaign development
- ✓ Digital marketing, lead generation, and demand generation
- ✓ Influencer Identification and Engagement
- ✓ Influencer Marketing

MedStar Georgetown University Hospital
Registered Nurse
January 2007 - January 2008 (1 year 1 month)

Education

Thomas Edison State University
Master's Degree, Nursing · (2011 - 2012)

Thomas Edison State University
Bachelor's Degree, Registered Nursing/Registered Nurse · (2012 - 2014)

Prince George's Community College

Associate's degree, Nursing · (2004 - 2006)

Social Media U with Rachel Pedersen - The Queen of Social Media
and Click Funnel's Two Comma Club Winner

Social Media Management · (2016 - 2018)

The Ohio State University

Entrepreneur and Innovation Workshop for Nurses and Healthcare
Professionals · (2015)