



YOUTUBE, VIDEO MARKETING, CONTENT MARKETING



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ABOUT ROBERTO BLAKE

Roberto is a creative entrepreneur with a background in advertising, and marketing. He is the owner and Creative Director of Create Awesome Media.

In 2013 Roberto launched an educational YouTube channel for creatives that has grown to over 180K subscribers and has worked with brands like Dell and Adobe. Roberto currently consults brands and individual clients on video marketing across multiple social media platforms and content development strategies.



THE RIGHT FIT FOR YOUR EVENT!

As a subject matter expert on YouTube, Video Marketing & Content Strategy, Roberto educates and motivates his audience to take action. Seemingly overwhelming concepts like YouTube analytics are broken down into relatedable terms and actionable task.

These keynotes are geared towards, marketers, organization leaders creative professionals, and entrepreneurs. [\[SPEAKER REEL\]](#)

"I've managed to develop a range of specialites when it comes to online marketing and creative entrepreneurship, and I've crafted them in to exciting presentations that will not only educate the audience, but excite and motivate them to take immediate action and apply the lessons they have learned."



PREVIOUS INDUSTRY EVENTS

HOW DESIGN LIVE 2016 \ SOCIAL MEDIA SUCCESS SUMMIT 2016 \ DISNEY (PRIVATE EVENT) \ ADOBE MAX 2016

VLOGGER FAIR 2016 \ SOCIAL MEDIA SOCIETY 2016 \ VIDEO SUCCESS SUMMIT 2016 \ SHUTTERFEST 2016

BLOGGY CONFERENCE 2016 \ GIANT CONFERENCE 2016 \ REVOLVE CONFERENCE 2015 \ PEPCON 2015

KEYNOTE PRESENTATIONS

While these are my most requested topics, keep in mind I always customize my presentations for each audience.



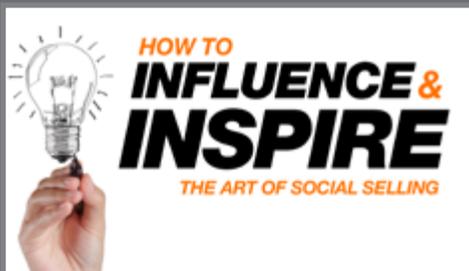
HOW TO CRUSH IT ON YOUTUBE

YouTube is one of the most powerful marketing platforms available today to grow your brand or business. In this keynote I break down the tactics, tools and techniques necessary to be successful within the YouTube platform and how to take that success offline.



HOW CREATIVES CONVERT & CONQUER

This keynote is focused on helping creative professional and creative entrepreneurs communicate their value. Key takeaways include how to sell on a value based model, and strategies for marketing yourself effectively using social media. This talk also educated businesss on the practical value of creatives in their organization.



HOW TO INFLUENCE & INSPIRE

Influencer marketing is a strategy that more brands are starting to embrace. Subject matter experts and social media influencers are also trying to understand how to work with brands. This session helps everyone understand how to deliver the value the other party is really looking for, in an authentic way that sells to an audience.



MASTER YOUR INNER CONTENT MACHINE

Once or twice I've been called a content machine, yet I still manage to prioritize being human in the way I market and engage. In this keynote I help audiences learn how they build systems & use automated marketing techniques while balancing a human touch and meeting the expectations of the real human beings on the other side.



JUST CREATE AWESOME

Mindset is one of the key determining factors in how successful we are. This motivational talk and Q&A focuses on attacking the limiting beliefs that hinder a mindset designed for success and creativity.