

## Becca Berkenstadt – Founder, Worldly Strategies



Becca Berkenstadt started Worldly Strategies in 2008 to help small and medium-sized businesses create integrated digital marketing strategies. Worldly Strategies specializes in Online Advertising, Search Engine Optimization (SEO), Social Media Management, Website Design, and Email Marketing.

Berkenstadt's internet marketing knowledge and expertise stems from her experience working for other digital marketing companies around the world such as Networked Insights, Blackglass, and Kennedy Communications. DePaul University's

Honors Marketing Program provided her with practical marketing experience and an in-depth knowledge base. During this program she and her teammates presented and delivered marketing strategies to real-world companies such as Dairy Queen and Sharpie.

While today Berkenstadt lives in Chicago, she still honors her hometown by annually donating 5% of all Worldly Strategies' profits to a domestic abuse organization in Madison, Wisconsin called DAIS.