

Robin Colner – Biography



Robin Colner is a digital and social media marketing strategist, university educator and corporate trainer. An MBA graduate of The Wharton School of Business, Robin has more than 20 years of technology product development and direct and online marketing experience, working for leading advertising agencies such as McCann Erickson and Fortune 100 corporations including Citigroup and American Express.

She is the founder and CEO of [DigiStar Media](#), a digital and social media marketing agency dedicated to helping businesses and professionals drive traffic to their websites, improve their brand reputations, acquire customers and attract leads using social media and content marketing techniques.

Robin is also the Academic Director of Fordham University's Digital and Social Media Professional Certificate Program as well as the instructor for the social media classes. In addition, she teaches social media classes in Fordham's Gabelli School of Business and its Professional Studies in New Media Department.

Robin is frequently hired to train employees of companies in all aspects of social media marketing including in *social selling*, *social CRM* and *social learning* strategies. In addition, she coaches managers and team members on the best techniques to become effective brand advocates on social media. Robin is a sought after speaker and seminar instructor on the subjects of "How to Use Social Media for Personal Branding and Career Advancement" and "How Businesses and Professionals Use Social Media to Generate Leads and Sales".