

MARKETER & SOCIAL MEDIA EXPERT, LUAN WISE APPOINTED BY LINKEDIN AS AUTHOR FOR LEADING ONLINE PLATFORM LYNDA.COM

Submitted by: Luan Wise

Friday, 30 September 2016

Gloucestershire based leading marketer and social media expert, Luan Wise, has been invited by LinkedIn to join their online learning company, Lynda.com, as an author and provider of online training.

Lynda.com, Inc was acquired by LinkedIn in 2015 and delivers quality instruction through online tutorials in a wide range of subjects. The platform provides thousands of cutting edge video tutorials and attracts millions of visitors to its website every year. Luan will be flying out to LinkedIn's recording studios in Carpinteria, California in October to record the course which will be published early 2017.

Luan Wise is an independent marketing practitioner, with 15 years' experience in full service agency, client side and consultancy roles. Her career in marketing started 'web first', managing content and building online communities. She's won many accolades, including being named one of the top five female marketers by LinkedIn UK for its 2015 International Women's Day campaign, and being included in the South West's '42 under 42' list of the region's brightest talents. Luan is an active ambassador for the Chartered Institute of Marketing and the Direct Marketing Association.

Luan now works mostly with business owners/directors to support high and sustainable growth, and with marketers who need a 'critical friend' and/or a fresh pair of eyes on specific projects and is due to launch her first book, 'Relax! It's Only Social Media. A no-nonsense guide to social networking for you and your business', this November.

"I'm honoured to be asked by LinkedIn to join their online learning platform and excited to be travelling to California in October to start recording my tutorials," said Luan. "It's been an exciting year and together with the launch of my book in November is the culmination of a great deal of hard work, lots of coffee and more than a few sleepless nights!"

For more information, please contact Luan Wise at sayhello@luanwise.co.uk

Editor's Notes:

About Luan Wise

Luan Wise is a Chartered Marketer and independent marketing practitioner, with 15 years' experience in full service agency, client side and consultancy roles.

Luan has worked for clients of all sizes, from household names such as Royal Mail, Hilton, Panasonic and University of Cambridge to the kinds of companies that are big in their field but unknown to the wider world.

As Marketing Manager for a B2B organisation in the marketing services sector she supported sales growth

from £3m turnover to £60m turnover over 5 years (featuring in the Sunday Times Virgin Fast Track 100 two years running).

She now works mostly with business owners/directors to support high and sustainable growth, and with marketers who need a 'critical friend' and/or a fresh pair of eyes on specific projects.

Luan is passionate about best practice and knowledge sharing. She holds a number of industry ambassador roles and speaks regularly at events for the Chartered Institute of Marketing, The Growth Hub, Direct Marketing Association, Comms Hero and more Accolades

- Top 5 Female Marketer (LinkedIn UK, 2015)
- South West '42 under 42'; the region's brightest talent (Insider, 2015)
- Top 50 small business advisers to follow on Twitter (Enterprise Nation, 2014)
- Top 50 creative freelancers (The Drum, 2012)
- Chartered Marketer status (Chartered Institute of Marketing, annually since 2012)

Ambassador roles

- Board trustee for the Communication, Advertising & Marketing (CAM) Education Foundation
- Vice-chair of the Chartered Institute of Marketing (CIM) South West board
- Chair of the CIM Gloucestershire team
- Member of the CIM Membership and Professional Advisory Group
- Member of the West & Wales regional council of the Direct Marketing Association (DMA)
- Member of the GFirstLEP Business and Professional Services Sector Group

When not working, you're most likely to find Luan with her head in a book and a coffee in her hand.

Email: sayhello@luanwise.co.uk

Call: 0845 519 8288 / 07738 122817

Follow on Twitter: [@luanwise](https://twitter.com/luanwise)

Connect on LinkedIn: <http://uk.linkedin.com/in/luanwise>