

Maisha Walker – biography



Profiled by Forbes magazine, digital marketing columnist for Inc. magazine, and identified by Black Enterprise as one of the top 11 people to follow on Twitter, since 1996 Maisha Walker has helped thousands of businesses harness the power of digital marketing through strategy, implementation, consulting, coaching and hugely successful events and classes in 15 cities around the country.

Maisha is the Founder and President of Message Medium, a digital marketing agency that helps brands harness the power of digital to create a dynamic, visible, and profitable presence online. She has been creating Web sites and digital marketing campaigns for 25 years. Inc. magazine asked Maisha to create “The Internet Strategist” and in less than 1 year she had catapulted it to the highest-trafficked column on Inc.com. It has been featured by the American Marketing Association, Guy Kawasaki, the former editor of Entrepreneur magazine, and even Perez Hilton. Maisha has been featured by *Forbes* magazine, *Inc.* magazine, NBC News, Fox News, *Entrepreneur*, *Our Town*, *Black Enterprise* magazine, Bplans.com, BNet, Harlem News and the *NY Enterprise Report*.

Maisha has personally conducted more than 600 classes and workshops on digital marketing, social media, blogging, Web site design, social media advertising, search engine advertising, email marketing, and search engine optimization, in partnership with Microsoft Bing, JP Morgan Chase, Goldman Sachs, Capital One, *Inc.* magazine, *Black Enterprise* magazine, SCORE, the City of New York, Princeton University, Columbia University, George Washington University, Howard University, the NYC Department of Small Business Services, Project Enterprise, The Workshop in Business Opportunities, The Business Center for New Americans, CAMBA, The Upper Manhattan Empowerment Zone, The NY Expo, SAP, Inc. 5000 conference, Grow Co., Inc. Leadership Conference, NAWBO, The Women Presidents Organization, and a host of other organizations that treasure her straightforward, eye-opening and inspiring approach.

In 2020 Maisha was named the official Digital Marketing Business Advisor to Columbia University’s Columbia-Harlem Small Business Development Center (CHSBDC) where she teaches digital marketing classes and provides office hours and hands-on 1:1 coaching to growing small businesses.

In 2016 Message Medium won the Manhattan Chamber of Commerce Best in the Business award.

In 2008, Message Medium received the sole nomination from the New York City Small Business Commissioner for the annual New York Enterprise Report Awards, winning a finalist spot for innovation and excellence in Sales and Marketing.

Maisha Walker – biography (page 2)



In 2007 Maisha published *Web Site Fundamentals for Entrepreneurs* a book which helps business owners unravel the world of digital marketing without needing a background in marketing or tech.

Maisha is a sought after speaker, panelist and teacher and has been featured in both local and national television, print and online publications providing expert advice on how to build and market businesses online. She made her TV debut in a 1-hour live Web cast where she gave insightful answers to live technical and marketing questions from an international *Inc.* magazine audience.

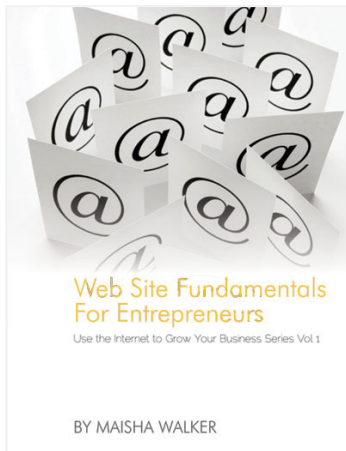
She has done national tours with Microsoft Bing, JP Morgan Chase, and Deluxe offering her tech and marketing advice to audiences in multiple cities around the country. She is passionate about teaching brands what they need to know to be in control of their online presence.

Maisha is also a leader in the business community. She is the former President of the NYC Chapter of the National Association of Women Business Owners, and current National President of The Black Ivy Alumni League – an alumni association representing alumni of all 8 Ivy League schools. The organization has exploded in growth under Maisha’s leadership, growing from 500 alumni in New York City to more than 5,000 alumni in 11 cities around the country, hosting multiple events each month. She was on the Board of Governors for the Princeton Club of New York, a member of the Advisory Board of the NY Usability Professionals Association and is an active volunteer for Princeton University.

Prior to founding Message Medium, Maisha worked in an internal consulting team at international investment bank Morgan Stanley reporting to the Board of Directors and Senior Management. Prior to that, Maisha was a direct marketer for New York Magazine. Maisha began her digital marketing career working with the founder of Cybergrl who built the first Web sites for companies like Avon, and one of the first editorial Web sites that catered to the still growing sector of women online. In 1997 Maisha also founded one of the first e-zines - e.vent - which shared her unique insight and perspective about events that shape our society and the New York experience.

A 1994 graduate of Princeton University with a B.A. in French and Italian, Maisha has a passion for languages which includes spoken, visual and the language of coding and science. Her hobbies include all things computers (she started programming at 9 years old), hiking, camping, and amateur astronomy.

Selected Publications



Building Your Web Site

- Building Your Small Business Web Site
- A Web Site Checklist
- 5 Tips for a Tip Top Web Presence
- 6 Step Web Site Process
- Do You Really Own Your Domain Name?
- Your Web Site – Where Are Costs Lurking?
- What the Heck Do Web People Do Anyway?
- How to Hire a Web Designer, Not a Belly Itcher
- 10 Vital Items You Should Give Your Web Designer
- The Outsourcing Paradox - Part 1
- The Outsourcing Paradox - Part 2
- Comparison Chart for Building an Online Store

Social Media Marketing

- The Marketing Skills You Can Learn from Obama
- Your Social Media Marketing "Killer App"
- A Guide to Social Media Tools and their Uses
- How I Built 10,000 Connections

Facebook & Twitter

- Facebook Demystified: Profiles and Pages and Groups (oh my)
- 6 Tools to Nurture and Engage Your Twitter Followers
- Use Twitter to Inspire Action
- Shortlist of Twitter Apps for Your Desktop
- Pick The Right Twitter Tool: Mobile Apps
- Top Twitter Techniques (or 9 Good Excuses if you want to Ignore Twitter)

E-mail marketing

- Online Marketing's Best Kept Secret
- Email Marketing Do's & Don'ts
- List of Email Marketing Tools

LinkedIn

- An Introduction to LinkedIn: In Restrictions a Gold Mine
- How to Use Your LinkedIn Profile – a Checklist
- LinkedIn the 11 Most Powerful Features for Small Business
- Small Business "Success Studies" Using LinkedIn
- Building Your Tribe - 6 LinkedIn Success Studies
- Building Your Tribe - 6 LinkedIn Success Studies (final/part 3)

Search Engine Optimization

- Getting Good Rank: Search Engine Primer
- Search Engine Optimization in 3 Easy? Steps
- 10 Tips to Avoid the Biggest SEO Mistake
- Keyword Density: The 9 Places to Put Your Keywords for SEO Power
- Link Building – What not to do
- Link Building - What to Do

Blogging for Small Business

- 11 Ways to Lose Blog Followers and Alienate Readers
- Growing Your Business: Insider Tips from Growco
- 10 Step Guide to Blogging
- To Blog or Not to Blog
- Blogging's 11 Big Payoffs
- Blogging's 11 Big Payoffs (part 2)
- Build Your Blog
- Blogging for Coin
- 8 Basic Blogging Features You'll Actually Use
- 13 Must Have Blog Techniques & Tools
- Top 13 Ways to Drive Blog Readership
- Drive Blog Loyalty – How to Get Repeat Traffic

Selected Events, Videos and Interviews



View video content at:
messagemedium.com/expertlectures/

View event details at:
messagemedium.com/past-events/

Microsoft Bing

Search & Social: the future of your business online

Nashville, Houston, Boston, Atlanta & Chicago

AARP

Life Reimagined

New York, NY



Fox Business news

Small businesses can master online marketing

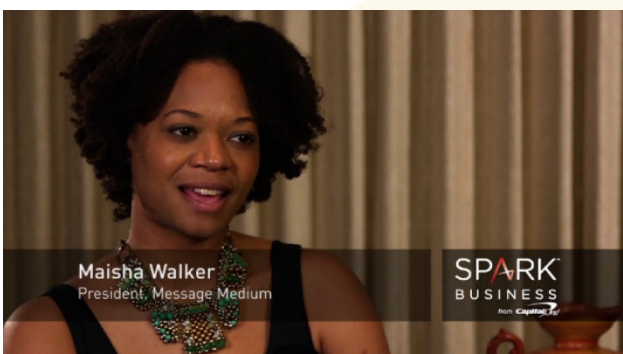
Fox Business News



NBC News

Help for small business heroes

NBC News



American Marketing Association

Social, Mobile & Local

Washington, D.C.

Selected Events, Videos and Interviews (page 2)



View video content at:
messagemedium.com/expertlectures/

View event details at:
messagemedium.com/past-events/

Inc. Magazine

Inc. TV's All-Star Calendar
New York, NY

Capital One - Spark Business

Overcoming Obstacles, Delegating Early and Being a Great Mentee

Work on Your Business, not in Your Business & Take a Step Back

Boston, MA & Dallas, TX

JP Morgan Chase - Ink

With Daniel Kim, Founder, Red Mango
Dallas, TX

With David Lieb, CEO, Bump recently acquired by Google
San Francisco, CA

With Nathaniel Ru, Founder & CEO of SweetGreen
Washington, DC

Faster, Better, Stronger
Digital Insights from Maisha Walker
Atlanta, GA & NYC

Harlem Talk Radio

Feature Interview
New York

Speaking Topics & Partners

A Few Speaking Partners



Building Your Web Site, Internet Marketing Plans & Analytics

- Build Your Web Site into a Sales Machine
- eCommerce: Setting Up Shop Online
- Create Your Internet Marketing Plan
- Google Analytics: Find the Profit Hidden in Your Traffic

Social Media Marketing: Facebook, Twitter, LinkedIn, Blogging

- Learn the Language of Social Media Marketing
- Leveraging LinkedIn for Business
- Use Social, Mobile and Local Marketing to Drive Customers and Profit
- Paid Acquisition: Facebook, LinkedIn, Twitter & Search Advertising
- Blogging 101: Build & Market Your Blog
- Your Personal Brand: Using Social Media to Power Your Career

Search Engines, Email Marketing, Mobile, Video

- Search Engine Optimization: How to Get a Page 1 Listing
- Paid Acquisition: Get Traffic Fast with Search Engine Ads
- Email: Online Marketing's Best Kept Secret
- Drive Sales & Create Impact with Online Video
- Mobile Marketing: the Future is Now

Selected Press

Capital One Spark

Selects Maisha Walker as Host with CEO's of America's Fastest Growing Companies

<http://www.inc.com/events/W-Boston>

US1 newspaper

What's the Best Plan for your Online Marketing - May 2013

http://www.princetoninfo.com/index.php?option=com_us1more&Itemid=6&key=5-8-13walker

Black Enterprise magazine

5 Reasons Your Website #Fails: Web Site Makeover – April/May 2013

http://www.onlinedigitalpubs.com/display_article.php?id=1405956

Fox News Live television

Ways Small Businesses Can Master Online Marketing – May 2012

<http://www.onlinedigitalpubs.com/publication/?i=160007&p=71>

Small Biz Technology magazine

Stop Dabbling With Social Media - April 2012

<http://www.smallbiztechnology.com/archive/2012/04/new-survey-takes-25-hours-a-week-to-see-social-media-benefits-stop-dabbling-with-social-media.html/>

Small Biz Lady / Melinda Emerson

14 Technology Experts Worth Following On Twitter – December 2011

<http://succeedasyourownboss.com/12/2011/14-tech-experts-worth-following-on-twitter/>

Forbes magazine

Getting Savvy With Web Technology – October 2011

<http://www.forbes.com/sites/danschawbel/2011/10/10/getting-savvy-with-web-technology/>

JP Morgan Chase

Selects Maisha Walker as Host of Faster Better Smarter 5-city tour – October 2011

<http://www.messagemedium.com/news/20120210-ink-chase.html>

Selected Press (page 2)

Deluxe Corp.

Selects Maisha Walker as Host of Small Business Heroes 6-city tour

<http://www.messagemedium.com/news/20100713-blogging-webinar-deluxe.html>

Marriott Hotels

Selects Maisha Walker to judge Road to Success Challenge - September 2010

<http://www.messagemedium.com/news/20100913-road-to-success-challenge.html>

NV Magazine

Maisha Walker honored in annual Movers & Shakers Issue - September 2010

<http://www.messagemedium.com/news/20100924-nv-magazine-event.htm>

Skillpreneur radio show

Ed Abel Interviews Maisha on Skillpreneur Radio

<http://www.messagemedium.com/news/20091026-skillpreneur-radio.html>

Synergy Energy Show

Pam Perry asks Maisha how to take control of a powerful digital presence

<http://www.messagemedium.com/news/20091118-pam-perry-radio.html>

Small Biz Lady / Melinda Emerson live twitter chat

Melinda Emerson Features Maisha Walker in Live Twitter Chat

Harlem Talk Radio

Interview: where to get started with online marketing- June 2009

<http://www.messagemedium.com/news/20091007-harlem-talk-radio.html>

Inc. magazine

Launch of "The Internet Strategist" - August 2008

Black Enterprise magazine

Build Your Web Site - Black Enterprise December 2007

Every Little Bit Helps - Black Enterprise November 2007

About Message Medium



Message Medium, a New York City Digital Marketing agency, provides Web site design, digital marketing, training and strategic consulting. We help successful small businesses who are aggressively investing in growth to create the greatest impact, the highest ROI, the biggest digital footprint and the most dynamic brand online.



Message Medium enables new brands to harness the power of the Internet through our renowned training & classes, our creation of professional, easy to maintain Web sites and our implementation of digital marketing campaigns to launch and grown amazing brands.



Message Medium has provided strategic, design, marketing and technical guidance for initiatives in every space of industry - editorial, political campaigns, government agencies, retail, non-profit, artisans and craftspeople, real estate, construction, bridal, health care, import/export, public relations, higher education consumer packaged goods, wine & spirits and travel & tourism.



Since 1999, Message Medium has helped thousands of marketing professionals and entrepreneurs gain a deeper and more relevant understanding of how digital marketing can impact business, enhance a brand, build a competitive edge and drive revenue.



Visit us at:

Web: <http://www.messagemedium.com>

Facebook: <http://facebook.com/maishawalker>

Twitter: <http://twitter.com/maishawalker>