

BIO: TOBY BLOOMBERG

**Toby Bloomberg**

President of Atlanta-based [Bloomberg Marketing](#)

Toby is passionate about helping companies create strategies that harness the power of social media communications. She believes that social media marketing can go steps beyond traditional offline/online marketing to create *corner grocery store relationships* with customers and other stakeholders.

She works with organizations to develop traditional/new social media integrated marketing plans that result in reaching business and marketing goals/objectives. Toby also spends lot of her time on the road speaking to marketers at conferences and company sponsored workshops about the importance of businesses taking an active role in these new conversations.

She made blogs and blogging understandable. Her presentation was fun, informative rich and I'd recommend Toby to anyone interested in getting the scoop on blogging.
Lorin R. Robinson, 3M

Toby's main squeeze blog, [Diva Marketing](#) was required reading for several higher ed marketing courses: University of Delaware, Atlanta Art Institute, Bentley College and the University of Missouri-Columbia.

Find Toby Blogging at:

[Diva Marketing](#)

[Blogger Stories](#)

[BlogHer](#)

[Business Blog Consultant](#)

[The Medical Blog Network](#)

[Corante Marketing Network](#)

..and of course Marketing Profs!

She services on the boards of the [Atlanta Interactive Marketing Association](#), [American Marketing Association](#) and is a teaching artist for the [Alliance Theatre](#). Toby holds a degree from [Emerson College](#) and has performed post-baccalaureate studies at [Emory University](#).

Although she now calls Atlanta home - with her Westie pup [Max](#) - Toby is a Yankee from Boston who still loves ice cones with chocolate jimmies.

[See all posts by Toby Bloomberg](#)