

SOCIAL MEDIA STRATEGY

**MARKETING AND ADVERTISING
IN THE CONSUMER REVOLUTION**

Keith A. Quesenberry

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About the Author

Keith A. Quesenberry is an assistant professor of marketing at Messiah College, where he teaches marketing, social media marketing, digital marketing, and advertising. He previously taught at Johns Hopkins University and Temple University, and teaches in the graduate Integrated Marketing Communications program at West Virginia University. Prior to teaching, he spent nearly twenty years in marketing and advertising as an associate creative director and copywriter at advertising agencies such as BBDO and Arnold Worldwide. His client experience spanned from startups to Fortune 500s such as Delta Airlines, Exxon Mobil, PNC Bank, and Hershey Foods.

His advertising campaigns have garnered prestigious awards such as the One Show, National ADDYs, and London International Awards, and have been featured in the trade publications *Ad Age*, *Adweek*, *Brandweek*, and *Lurzer's International Archive*. His social media campaigns have been recognized by the industry, including a PRSA (Public Relations Society of America) Bronze Anvil for word-of-mouth and an OMMA (Online Media, Marketing and Advertising) Award. He is also a contributing author to *MarketingProfs* and *Social Media Examiner*, where one of his articles was recognized as a Top 40 Content Marketing and Top 5 Visual Marketing article of 2014.

Professor Quesenberry has made appearances on MSNBC, and his research and expert opinion have been featured in publications such as the *Harvard Business Review*, the *New York Times*, *Entrepreneur* magazine, and *Forbes*. His research has been published in journals including the *Journal of Marketing Theory and Practice* and the *International Journal of Integrated Marketing Communication* and in *Ad Age* Research Reports. Follow him @Kquesen on Twitter or subscribe to his blog at www.postcontrolmarketing.com.