



Michelle LeBlanc

CONSULTANT | INDUSTRY THOUGHT LEADER | SPEAKER



Michelle LeBlanc, marketing strategist and founder of Blue Sky Marketing, is often invited to share her insight as a panelist or a keynote speaker.

Michelle has over 20 years of experience in both business-to-business and business-to-consumer marketing. She has worked in real estate, industrial, professional services, technology, retail, and healthcare and many others. Her approach is straightforward, engaging, and strongly results-oriented to show trends, best practices and immediately actionable tasks for any business, large or small.

Michelle's Credentials as a Speaker and Thought Leader

Michelle has presented at the following Meetings and Conferences

Breaking Destructive Habits in Online Marketing

HiMa Interactive Strategies Conference

Using Online Marketing Tools to Grow Your Business

Fort Bend Chamber of Commerce

Online Marketing for Nonprofits and Cultural Arts Entities

Midtown Management District's Marketing Committee
Small Business Development Center,
University of Houston

Branding for Small Business & Perfecting Your Message in a Multi-screen World

CTAT Conference

Maximizing Your Facebook Campaigns

Small Business Development Center,
University of Houston

Marketing & Social Media for the Restaurant Industry

Greater Houston Restaurant Association (GHRA)

Marketing 101 for Restaurants & Retail

Midtown Management District's Marketing Committee

Marketing & Social Media Strategies for Today's Restaurant Operator

Ben E. Keith 2014 Food & Equipment Expo

LinkedIn: Best Practices & Profile Editing Clinic

UH Small Business Development Center

Women in Digital Media Networking Event

Centro | Powering Modern Media

Perfecting Your Message in a Multi-screen World

HiMA Interactive Strategies Conference

The Savvy Marketer:

Achieving More with Tech Tools

AMA Houston B2B Marketing SIG

SEO or SEM? That's the Wrong Question

AMA Houston Interactive Marketing SIG

SEO Revisited

Associated Builders & Contractors of Greater Houston

Client Testimonials

“Blue Sky is always able to establish your ROI. Everything is measured very carefully. You know what you are spending and what you are getting back.”

- Jessica Henry

Director of Sales and Marketing, Hotel Derek

“Michelle talked with us about what our intentions were... she tied the color scheme, the marketing plan and the internet presence to a strategy.”

- Keith Wright

Partner, SABER Solutions

“Do you mind sending me the presentation you gave at the talk with the AMA? It was very insightful and informative. I would love to absorb it more.”

- Dee Elliott

*Marketing Communications Manager,
Fairmount Minerals*

“Michelle is knowledgeable, broad-based, intelligent, fun... she is one of the most talented brand strategists I have ever worked with.”

- Wendy Burke

Business Development, Hoar Construction

“One of the strongest attributes of working with Michelle is the effectiveness of our dollars spent. They have produced results beyond our expectations.”

- W. Douglas Goff

Chief Operating Officer, Johnson Development Corp.

“I just wanted to thank you for speaking at our June meeting. You were outstanding, and I have already had several member reach out to me asking for a copy of your presentation!”

- Lisa Carruth

NACE, Houston Chapter

About Blue Sky Marketing

Looking to achieve incredible results in your marketing?

Blue Sky Marketing is about the endless possibilities that are available to any business owner with an effective marketing strategy implemented flawlessly. Our talented team of embedded professionals will guide you through the world of marketing strategy to craft marketing plans and choose tools that work for your business today and tomorrow.

Whether business to business, business to consumer, or non-profit marketing, we have worked with clients across a multitude of industries, and are ready to bring that expertise to the table.

LET BLUE SKY MARKETING HELP.

Blue Sky Marketing

Michelle LeBlanc, Founder and CEO

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MARKETING SERVICES

- Strategic Brand Planning
- Marketing Plan Development
- Internet Strategy
- Budget Development and Management
- Online Marketing Gap Analysis
- Social Media Strategy
- Website Development
- Website Project Management
- SEO Planning and Implementation
- Management of PPC and Banner Networks (SEM)
- Lead Management Email Campaigns
- Social Media Management
- AdWords Ads Management
- Facebook Ads Management
- YouTube Channel Management
- Creative Design
- Online Video Production