

Jordana Borensztajn

Social Media Expert, Keynote Speaker, Workshop Facilitator & MC

Jordana Borensztajn has got it all! She is an expert on social media strategy, a genius when it comes to creating engaging content, a published author and a hilarious comedian. She is also an exceptional keynote speaker, workshop facilitator and MC who is particularly adept at imparting practical strategic learnings while at the same time keeping your audience in fits of laughter.

By combining her personal and professional social media and content marketing experiences, with her industry knowledge, she helps develop and enhance creativity, social media marketing and content marketing skills in others.



More about Jordana Borensztajn:

Jordana has worked as a News Corp Australia journalist, an online music editor, a content producer and a social media manager at Nova Entertainment. She has performed two sold-out shows in the Melbourne International Comedy Festival, spoken at corporate conferences around the world, and has run many school programs that explore online safety for students.

Jordana has been featured on Channel 10's The Living Room, Nova 100, ABC Radio National, WIN News, Channel 31, and across the Herald Sun, mX, the Sunday Herald Sun, The Age and The Sydney Morning Herald.

Jordana's business-marketing book *Capture My Attention: How to Stand Out Online with Creative Content*, is filled with hands-on strategies and techniques, plus workbook-style exercises, to help business owners, marketers and entrepreneurs build their personal and professional brands with captivating content. *Capture My Attention* is your ultimate guide to getting creative online.

Jordana Borensztajn speaks about:

[Capturing Your Audience's Attention With Creative Social Media Marketing](#) - By exploring a variety of creative content approaches, Jordana teaches attendees how to apply creativity to their social media marketing strategy in order to build their creative skills and generate unique content ideas that will stand out and have an impact.

Decoding the Next Generation - By exploring the qualities and traits that differentiate Baby Boomers, Gen X, Gen Y and Gen X, as well as the way technology has impacted the way we communicate and relate, Jordana provides attendees with action steps to help understand, motivate and effectively manage millennial employees so that different generations can 'speak the same language' and work together to achieve the same business goals.

Leveraging The Power of Storytelling on Social Media to Strengthen Your Brand and Connect With Your Audience- Storytelling is one of the most powerful tools brands and businesses can use to capture the attention, and connect with, their target audience online. Jordana teaches participants how to embrace storytelling and leverage its power to generate effective, compelling and creative story ideas that will help strengthen their brand and develop deeper connections with the audience.

Communicate With Confidence - In this high-energy and hands-on presentation, Jordana uncovers seven key action steps teaching participants how to positively influence their audience and deliver their message in an effective, memorable and high-impact way.? You'll learn how to control your nerves and transform fear into positive energy, techniques to bring out 'the best you' in front of an audience, as well as strategies to use body language for maximum impact. You'll also learn how storytelling can be used to enhance your message and inspire your audience, techniques to create a compelling visual presentation, tips to boost the energy and excitement in the room, and methods to plan and prepare for success.

Speaking The Right Social Media Language - Traditional 'sales speak' falls on deaf ears in social media discussions, so what's the best way to connect with consumers, boost engagement and ultimately build brand trust, loyalty and community? Using real brands as examples, Jordana explores the way social media has transformed the communication of information, and the powerful role language plays in social media discussions. She provides strategies to help participants inspire discussion and drive positive engagement with their online communities.

Client Testimonials



Jordana engaged, educated and entertained with her high-energy and inspiring thinking. With great takeaways, delivered in a humorous and enthusiastic style, Jordana's keynote on creativity and content was a memorable part of the event!

ShareThePoint Ltd



The 'pocket rocket' that people instantly warm to, Jordana has the unique ability to take people out of their comfort zone and have fun in the process! Jordana was very professional, going above and beyond from start to finish. I would happily recommend her.

The Business Centre Pilbara



Jordana was an absolute pleasure to work with. She formulated her presentations with insightful, relevant and useful information for our members to take away. I would highly recommend her as a social media/digital speaker.

Master Electricians Industry Association



Fantastic! Very engaging with great tips and great ideas and we loved the humorous twist. We felt so lucky being able to learn from someone with so much experience. I would definitely recommend her.

AS Partners CPA



Jordana was the highlight of our recent conference. Her presentation 'Decoding the Next Generation' was enlightening, entertaining and extremely funny.

Hotondo Homes



Jordana's like a bolt of electricity. She's enthusiastic and her material has real substance. She has the ability to communicate to people that understand social, as well as those that don't. She actually made me cry tears of laughter.

Thinktank Social

Client Testimonials



Jordana is an exciting, relevant and dynamic performer. Her skill and knowledge of all things social media provides some essential learning for any audience wanting to connect digitally... AND... she's funny!

Humour Australia (HA!)



Jordana came into my office and conquered. Her insightful and witty observations had my team in stitches; agreeing and even questioning their social media habits. She's full of life, engaging, personable and delightful.

Sportsmate Mobile



If you're looking for a dynamic speaker with energy and pizzazz, Jordana Borensztajn is your lady! We were fortunate enough to have Jordana present at the AGPAL and QIP 2018 Conference; delegates hung off her every word while she educated the audience on how to engage and lead Millennials. My only regret was not engaging her as a Plenary Speaker!

AGPAL & QIP



Jordana's high-energy and fun workshop was not only a practical way to help increase the confidence of team members who are required to present to groups both large and small, it was also a great team-building activity. The combination of tips borne of experience and the chance to practice what we were learning meant that the four hours just flew. Even the most nervous of participants enjoyed their chance to have one of the sparkly microphones in their hand!

Ardoch Youth Foundation

[VIEW SPEAKER'S BIO ONLINE ▶](#)