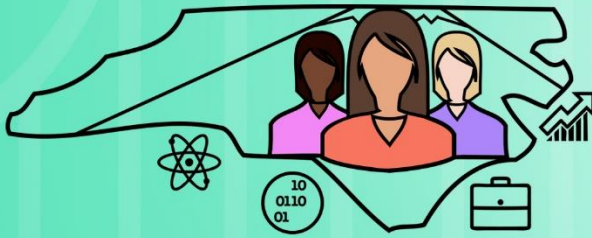




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WOMEN > A FORCE IN BUSINESS

NC CHAMBER CONFERENCE FOR WOMEN

SEPTEMBER 21, 2017

RALEIGH, NC

Ann Marie Taepke **Director of Digital Media** **Walk West**

Ann Marie Taepke is a spunky redhead who specializes in human connection. She holds over 10 years of experience in marketing, including leading award-winning digital campaigns for Jeep, Fox Home Entertainment, UNC Rex Healthcare, and Carlson Rezidor Hotel Group. Specialized in social media marketing, she executed the first-ever Musical Twitter Takeover and 24-Hour Twitter party, as well as numerous activations leveraging influencers, video production, and live events that consistently prove ROI for clients.

As the director of digital media for Walk West, Ann Marie guides brand strategy and execution for campaigns, social media, and content distribution as well as analysis and optimization. She gets a high from producing video, livestream broadcasts, and real-time 'war room' engagement. Originally from outside Detroit, she is a product of an underdog mentality contributing to her passion and scrappy work ethic. Ann Marie graduated from Northwood University with a bachelor's degree in advertising, marketing, and business management. She is a wife and proud mother of two.
#momsgetitdone

