

Rachel Calderon

CREATIVE MEDIA STRATEGIST

Rachel Calderon is the CMO of Foresight Strategies Group and founder of AARKS Digital Designs following a successful career as a finance manager in the corporate world. Rachel has always loved two things, technology and creating, so merging the two through digital design was a natural fit.

Her knowledge base has allowed her to expand into all areas of marketing such as strategic positioning (branding), media platforms (social media, podcasting, video), public relations (featuring you on magazines, podcasts, radio, tv, speaking platforms), and digital (websites, v-cards, blogs). She uses innovative approaches to helping each client be positioned in the best light.



QUESTIONS TO BE ASKED:

1. HOW IS YOUR MARKETING DIFFERENT?
2. WHAT IS DISRUPTIVE MARKETING?
3. WHY IS DISRUPTIVE MARKETING CRITICAL?
4. WHO HIRES A MARKETER THAT DOES DISRUPTIVE MARKETING?
5. WHAT ARE THE CHANGING TRENDS IN MARKETING?
6. WHAT MADE YOU GO THIS DIRECTION?
7. AS A MARKETER WHAT ARE SOME TOOLS THAT YOU USE TO MARKET?

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