

Shelly Marie Redmond, MS, RD, LDN

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- **Registered Dietitian**
- **Author**
- **Speaker**
- **Media Spokesperson**
- **Social Media Specialist**
- **TV Personality**
- **Stylist**
- **Etiquette Instructor**
- **CEO, College Lifestyles**



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Who is Shelly Marie Redmond?

In our multitasking, take-out obsessed, technology-based world, Shelly has a mission to transform our lives from over-scheduled and frazzled to planned and chic one taste, outfit, and click at a time. Her unique blend of class, style, grace, and wit motivates and inspires consumers and audiences to *shine* from the inside out.

Shelly is a **registered dietitian, etiquette instructor**, and the **author** of *'Eat Well and Be Fabulous: A Guide for the Modern Day Woman.'* She is the founder and CEO of College Lifestyles, a nutrition, lifestyle, and etiquette firm devoted to programming for college co-eds and sorority ladies. At College Lifestyles, Shelly manages the day to day operations of the firm, in addition to supervising the work of PR and Writing Interns. In 2010, College Lifestyles was honored by **eCollegefinder** for winning a spot in the highly prestigious Freshman Advisors Awards.

A mom and entrepreneur herself, Shelly fully understands how parents and entrepreneurs fall into the over-scheduled, take-out obsessed lifestyle. She specializes in promoting nutrition, health, etiquette training, and social media strategies to consumers, entrepreneurs, businesses, and corporations.

While in the midst of planning her own family, Shelly expanded her company and personal consulting business utilizing social media. She quickly discovered the *'ins and outs'* of social media and flourished! With her personal twitter retweeted (RTd) by powerhouse companies such as **Delta, Sonic, Hilton Garden**, and **TargetStyle**; and her company College Lifestyles ranked **#4** in the **Online College 100 inspirational twitter feeds** for college students, Shelly recognizes how social media can increase business productivity, exposure, and revenue.

Shelly is a highly sought after media source for trusted nutrition and lifestyle information. After her successful stint as a **media spokesperson** for the Louisiana Dietetic Association, she was appointed to the Team Leader position for the Media Team of the Louisiana Dietetic Association. For 2 years, Shelly was the recognized nutrition expert on Shreveport's **CBS**-affiliate station KSLA News 12 weekly health segment 'Food in Five.' She has completed countless interviews for **ABC, CBS**, and **NBC** affiliate stations on nutrition and lifestyle information. In addition to television interviews, Shelly has been seen in print, including **Cosmopolitan Magazine, FoxBusiness.com, Today's Diet and Nutrition Magazine, Shreveport Times, The Forum News**, and **City Lights Magazine**.

Shelly earned her bachelor's and master's degrees in nutrition and dietetics, and is a Registered Dietitian (RD). Shelly has earned her certification in Adult Weight Management offered through the Commission on Dietetic Registration. She is a certified etiquette seminars instructor.

Shelly is a prime example of what she teaches. In her spare time, you will find her preparing simple and tasteful dishes in her kitchen, practicing Pilates, looking for bargains at her favorite boutiques, watching Casablanca with a box of tissues, and always saying 'please' and 'thank you.' (She boos the quote 'Nice Girls Finish Last.'). Shelly currently resides in Louisiana with her husband, daughter, and 2 cats, Gizmo and Theodore Roosevelt. She loves dark chocolate, pencil skirts, and manners!

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Why Shelly?

A Trusted Media Expert

Shelly has been featured as an expert in the following media outlets, including:



got milk?



moms like me
.com
Red River



CBS



COSMOPOLITAN

Partial Client List

- American Heart Association
- School Nutrition Association of Louisiana
- Health Ways
- Doerle Food Service
- CONCO
- YMCA
- Lafayette Dietetic Association
- LSU-Shreveport
- Mississippi Dietetic Association
- Centenary College of Louisiana
- Northwestern State University of LA
- Louisiana Tech University
- University of Pittsburgh
- University of Florida
- Clarion University of PA
- Shreveport-Bossier Breast Cancer Survivor Luncheon
- Alpha Sigma Tau Sorority
- Got Milk! Campaign
- SCI PORT
- Marquette University
- Eldorado Casino
- Shreveport Dental Hygienist Association
- Louisiana Association for Health, Physical Education, Recreation, and Dance
- Shreveport Dental Hygienist Association

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What is being said about Shelly?

Shelly has been utterly **ahead of the curve by every measure** when it comes to social media; listening her has significantly propelled my **business forward**; Shelly taught me how to **leverage social media into building my brand, my business opportunities, my circle of influence and my revenue** in a measurable, meaningful way. She has her finger on the changing pulse of social media more accurately than any other dietitian I know.

~Kate Geagan, MS, RD, America's Green Nutritionist™

I was **so impressed** with Ms. Marie at my Northwest Area Regional Food Service Supervisors meeting that **I referred her** to the 2007 State Conference Program Chairman and she was selected to speak for the State Conference Break-out Sessions, as well as, to the 2008 Louisiana School Food Service Association Executive Committee! Shelly Marie will add "**Sparkle**" to your training! She is a **delightful speaker** - an RD shining brightly in her field!

~Michelle Chopin, Caddo Parish School Board

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Shelly did an **amazing job** for our seminar. She was **very enthusiastic** and kept the **audience's attention**. She is **confident** and it shows that she is educated in her topics. We are very grateful to have had you speak. I keep getting **compliments** on how well the seminar was. Thanks for making our fundraiser a success.

~Jennifer Duhon, MS, LDN, RD, Director of Food and Nutritional Services, Acadian Medical Center

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Thank you so much for participating in the **Got Milk? Think About Your Drink** Tour events in Shreveport. The events were a **success**, and if they are any indication of what's to come, we can expect another great tour! I'm so glad you could participate.

~Jamie Flores, Assistant Account Executive, Weber Shandwick

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Bright and informative- Shelly Marie's presentations capture the **audience's attention**, as well as, **communicating a good dose of healthy eating ideas!**

~Jane Conley, RD, MPH, LDN, Corporate Dietitian, Doerle Food Service, LLC

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Excellents on the evaluation from the crowd! You were well enjoyed!

~Etta Green, President-Elect, School Nutrition Association of Louisiana

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I absolutely love Shelly's seminars! Besides the thorough **information and facts**, Shelly's **delivery style is unmatched!** She's keeps you wanting more and eagerly awaiting the next one! I would recommend these **enthusiastic, info-packed seminars** to any **fitness professional, business professional, or anyone desiring a better lifestyle!** Thanks Shelly for all you've done for us!

~Katie Flurry, Wellness Director, YMCA Shreveport

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Shelly Marie was **amazing!** She held the **audience's attention** from women age **18 to 90 years old**. She made the presentation engaging by having an **interactive portion** on stage with convention attendees. And best of all was all the tips we learned about making the right food choices and proper table etiquette. Thank you.

~Sailynn Doyle, Past National Vice President, Alpha Sigma Tau National Sorority

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Keynotes

Social Media: An Intro to Understanding the Most Powerful Marketing Tool Ever Invented.

Blogs, Vlogs, Facebook, Twitter, YouTube, Tumblr, and Linked-In. **Social media** has taken the business world by storm. This **beginner** presentation reviews the **advantages and disadvantages** each medium offers, in addition to **starting up your social media toolkit**. Discover which medium (or mediums) is best for your business, as well as simple **time management** guidelines to tie ALL mediums together. Leave with an exact **blueprint** on **building** your social media toolkit for success!

Putting your Social Media ToolKit to Work for Maximum Business Success.

This **intermediate** course will discuss leveraging each social medium (blogs, vlogs, Facebook, Twitter, YouTube, Tumblr, and Linked-In) to increase **business growth and visibility**. Build your **readership, followers, and fan base** by discovering the exact techniques on **writing blog post, producing great Vlogs, and getting 'RTd.'** **Applications, widgets, SEO, and analytics** will be discussed to improve your **ROI** in the least amount of time. Leave with an **exact blueprint** for maximizing your **social media toolkit** for business success.

Maximizing the ROI of your Social Media Efforts for Business Profit

This **advanced** course will cover how to receive the most **ROI** (return on investment) in the **least amount of time**. Discussion will revolve around expanding your **market reach and visibility** through the use of **SEO, analytics, automatic posting, guest posting, and interviewing**. Discover how to **engage** your **friends, fan base, and followers** as well as how to **gain sponsors** and **earn revenue** from your social media platform! Leave with an exact blueprint for maximizing your social media platform to **engage your fan base, gain sponsorship, and earn revenue**.

Student Session

Internships: Landing an Effective Internship to Build your Career Success.

As the Executive Director/CEO of College Lifestyles, Shelly has worked with over 60 interns. From before day 1 on the internship to graduation; Shelly works day in and day out driving interns on the path to reach their career goals. Please note, this is **NOT** a boring '**dream it and believe it,**' or "**success in the real world**" presentation. This is a presentation focused on **perfecting a resume, discovering flawless interview skills, and performing with impeccable work ethic** to leaving a lasting positive legacy with the organization. Discover how your legacy can **build your specific career path**.

Half-Day Workshop

Utilizing Social Media for Business Productivity, Growth, and Revenue.

Blogs, Vlogs, Facebook, Twitter, YouTube, Tumblr, and Linked-In. Social media has taken the business world by storm. Discover how Shelly transformed a simple blog into an **award-winning influential site**. Build your **readership, followers, and fan base** by discovering the exact techniques on **writing blog post, producing great Vlogs, and getting 'RTd.'** Discover the secrets of **engaging** your **friends, fan base, and followers** as well as how to **gain sponsors** and **earn revenue** from your social media platform! Leave with the exact blue-print Shelly used to grow her business blog to the revenue generating site it is today.