**ABOUT LESLIE HUGHES**

Leslie Hughes is a LinkedIn Specialist, a Professor of Social Media and the Principal of PUNCH!media.

Leslie began working in digital media in 1996 and worked with brands such as Weddingbells Magazine, Visa Canada, and Prozac before starting her own company, PUNCH!media in 2009.

PUNCH!media has developed Social Media strategies for TVO, The Children’s Wish Foundation and has been a corporate trainer for the Social Media Marketing Certificate at The University of Ontario Institute of Technology. She finds her most challenging audience to be her students at Durham College – and not for the reasons you might expect.

She has narrowed her niche as a champion of LinkedIn because she believes it’s the most powerful out of all the Social Media networking sites.

Leslie is chuffed to have been called a “Social Media Guru” by CBC Radio and has been a speaker at conferences such as Blissdom Canada, Editors’ Conference of Canada and the Canadian Institute of Chartered Business Valuators Conference.

Leslie is a graduate of the University of Ottawa (B.A. Psychology) and has her Master’s Certificate in Neurolinguistic Programming.

(179 words)

**ABOUT PUNCH!MEDIA**

PUNCH!media specializes in training, strategy and solutions to help businesses learn all about how to properly connect with their target audience using Social Media marketing.

Launched in 2009, PUNCH!media’s client list includes:

* The Children's Wish Foundation of Canada
* TVO
* The Saskatchewan Pension Plan
* Rotman School of Management
* University of Ontario Institute of Technology
* Jones Lang LaSalle
* The Canadian Institute of Chartered Business Valuators

Leslie’s speaking engagements include CBC Radio’s Here and Now, Blissdom Canada, ShesConnected Conference, PLRExpo and at the inaugural #140Conference.