



# Caroline Melberg Biography

Caroline Melberg has over 20 years of marketing experience, working with some of the largest and most successful companies in the world. She is the co-founder and President of Small Business Mavericks, a division of Melberg Marketing, a full-service Marketing Company based in Wayzata, Minnesota specializing in Web Design & Development Services and Social Media Website Promotion Services and Training.

She is the author of the e-book series entitled, "Local Small Business Internet Marketing Secrets" and the award-winning newsletter, "Small Business Maverick Internet Marketing Secrets." She's been quoted in numerous national publications including The Wall Street Journal and Business-Week, she's appeared to more than 9 million homes on the Comcast program Money Matters Today and her published articles have appeared in Minnesota Business Magazine, Minneapolis St. Paul Business Journal, Small Business Owner, WomensBiz, The Los Angeles Times and numerous online publications as well.

She is a member of the Board of Directors for the American Association of Micro Business, the winner of the National Association of Women Business Owner's "Woman on the Way" Award for 2008 and finalist for the TwinWest Chamber of Commerce 2007 Emerging Entrepreneur of the Year Award.

Caroline's passion is helping business owners find new customers and increase their sales by successfully marketing their businesses online.

By working with small business owners in her consulting practice, she learned that while many small businesses have websites, they are not taking advantage of the hundreds of opportunities they have to attract new customers – particularly online.

She dreamed of creating a resource that would show them how to affordably leverage the power of the Internet to market their business and uncover creative strategies for finding new customers and increasing sales.

Small Business Mavericks is the realization of that dream.

Small Business Mavericks offers Web Design, Development and Promotion Services as well as Social Media Website Promotion Services and Training; she specializes in "de-mystifying" the web and explains how you can affordably grow your business using Internet marketing tactics, search engine optimization, social media sites (such as LinkedIn and Facebook) and Business Blogging in practical, easy-to-understand terms.

Caroline believes that marketing is not communication – it's a conversation. She would love to hear from you at 952-473-1007, by e-mail at: [caroline@melberg.com](mailto:caroline@melberg.com), or via her website at: [www.SmallBusinessMavericks.com](http://www.SmallBusinessMavericks.com).