



## dreamCAMPER handbook

### Opening Ceremonies with Sarah Personette

#### What we'll cover:

Join us for this captivating keynote with dear friend and colleague, Twitter's Sarah Personette!



#### About Sarah:

Sarah Personette is Vice President of Twitter Global Client Solutions, where she leads Twitter's partnerships with top marketers and agencies worldwide. Sarah oversees a team of regional business leaders as well as Twitter's global teams focused on client partnerships, agencies, and brand strategy.

Previously Sarah was the Chief Operating Officer of Refinery29, where she oversaw business strategy and development, customer revenue, business marketing, growth and analytics, creative services, and research.

Prior, she served as the Vice President of Facebook's Global Business Marketing team from 2014 through 2017, responsible for providing their customers with innovative and effective marketing solutions for their businesses. Sarah also built and led Facebook's Global Agency Team.

In addition, she was the US President of Universal McCann Worldwide, Inc. and Senior Vice President at Starcom Mediavest Group.

Since 2016, she serves as a corporate director for Build-A-Bear Workshop (BBW), a publicly traded small cap specialty retail company. In her philanthropic work, she is a director of Northwestern University's Alumnae Board, President Elect Of NYWICI, She Runs It, and the Reisenbach Foundation.

Sarah received the 2016 Next Generation of Women in Communications from NYWICI and was inducted into the American Advertising Federation's Advertising Hall of Achievement in 2015. In 2014, she was named one of Advertising Age magazine's top "40 Under 40" marketing stars.

She resides in New Jersey, holds a degree from Northwestern University, and is a proud wife and mother of two.

<https://www.linkedin.com/in/sarah-personette-4b71125/>

## dreamSTORY

# The Story of Your Life: Why to tell it, how to tell it, and the best ways to use it to craft a Happier You with Julio Vincent Gambuto

### What we'll cover:

"The Story of Your Life - Why to tell it, how to tell it, and the best ways to use it to craft a Happier You" // Join writer and movie director Julio Vincent Gambuto for a special workshop evening that is not be missed. Intimate and interactive, Julio uses his storytelling and screenwriting training to help you identify your "life story" so that you can see it, understand it, tell it, clarify it, and use it to create a happier life and healthier relationships. This class will be followed up by a similar workshop "The Story of Your (Work) Life" on August 9.



### About Julio:

Julio is a writer and director, based in NYC. He makes movies to share large ideas. He posts the Medium ones online. And he speaks + teaches because no idea is too small to help you beat yesterday. Julio's debut feature film, "Team Marco," is now available nationwide in the US and Canada, from Samuel Goldwyn Films. Find it on Hulu or any other major movie platform. Leonard Maltin called it "life-affirming." It goes international later this year. He shoots his next feature in 2022.

Julio wrote that viral essay about the pandemic that 21 million people read around the world. Now, he's a weekly contributor for Medium, writing about modern life, society and politics. Join 33,000 readers by following his column. A few times each year, Julio teaches "story design" to writers, creatives, and business teams across the country. Julio is a graduate of Harvard University and trained at the USC School of Cinematic Arts, where he was an Annenberg Fellow. It's "Giulio." It's Italian.

[www.juliovincent.com](http://www.juliovincent.com)

[www.linkedin.com/in/juliovincent](https://www.linkedin.com/in/juliovincent)

## The Real You with Reels with Stefany Gittleman

### What we'll cover:

This is your key to learn the in's and out's of Instagram Reels. Are you a small business or a brand persona that knows you should be incorporating Reels into your strategy? Then this online seminar is for you where you will discover ways to make your brand pop, storytell your product, catch attention and go through curated ideas from The Gold Maze that keep it is real, fun and strategic!



### About Stefany:

Hi, I'm Stefany and I am incredibly obsessed with all things media. I have 20+ years experience from The New York Times, MTV, Warner Bros, VP of Advertising for Luxury Link and being a top ranked NWM with the #1 skincare company in the US. I have launched thousands of brands (From Start Up to Multi-Billion Dollar ones) online and cultivated their digital identity & presence. I pride myself on whip smart ideas that pop and I have the ability to bring those ideas to life through a brand socially. Bumping into walls happens a lot

and trying to get through this social media maze is overwhelming and tough ... fortunately - I've got a golden key in my back pocket, just for you. Let's make this stress-free & fun.

[www.thegoldmaze.com](http://www.thegoldmaze.com)

[www.linkedin.com/in/stefanyflax](https://www.linkedin.com/in/stefanyflax)

## dreamBRAND

# Build Your Brand Pillars with Carey Balogh of Brand Groupies, featuring Ming Chen of A Shared Universe PodcaStudio

### What we'll cover:

Build your brand. Rock your brand. Fans will come. We will establish your Brand Pillars – for your business or personal brand – for laser-focused and consistent on-equity messaging. Your major brand components will be utilized in all future marketing efforts and help inform your social media, PR, and 360-degree marketing strategies moving forward. Special guest Ming Chen from A Shared Universe PodcaStudio will discuss the importance and art of podcasting – he is the man, the myth, the legend behind BOTH the dreamcatchers podcast and the Brand Groupies Podcast!



### About Carey:

As an entrepreneur and award-winning business owner, Carey Balogh boasts 20+ years of experience in public relations, brand development and management, social media, marketing, and special events. She has worked with hundreds of clients from start-ups to international powerhouse brands like Gucci, Calvin Klein Collection, and Hublot Watches. She co-founded Frolic!, a children's rock 'n' roll-themed play space in Williamsburg, Brooklyn which was named "Best Play Space in NYC" by TimeOut New York Kids and licensed it to the Children's Museum of Manhattan.

Founded in 2015, Brand Groupies is a Red Bank-based boutique social media, public relations, and personal branding agency. They partner with B2B companies and C-suite leaders in real estate, architecture, design, commercial building, and the professional services industry to build and amplify their brands.

Tune in to the Brand Groupies Podcast, where Carey interviews inspiring brand leaders. You can also catch her playing guitar in her mom band Mamadrama. She lives in Red Bank with her husband, two boys, and dog.

[www.BrandGroupies.com](http://www.BrandGroupies.com)

[www.linkedin.com/in/careybalogh](http://www.linkedin.com/in/careybalogh)



### About Ming:

Ming Chen entered the world of podcasting in 2007 as one of the architects behind Kevin Smith's SModCast Network. His first responsibilities included all technical aspects of the network as well as the design, maintenance and marketing of SModCast's online presence. As the network grew and more shows were added, Ming was asked to create and co-host podcasts of his own including the award winning "I Sell Comics," "The SModCo SMorning Show" and "The Secret Stash: The Official Comic Book Men Companion Podcast." He can also be heard as an occasional guest on the massively popular "Tell 'em Steve Dave" podcast.

In 2011 Ming became a cast member of the hit AMC TV unscripted show "Comic Book Men" along with A Shared Universe co-founder Michael Zapcic. Based out of Kevin Smith's comic book store "Jay & Silent Bob's Secret Stash" in Red Bank, NJ, this show focuses on amazing comics and vintage toys and the stories behind them. It is the first TV show to use podcasting as part of its narrative.

Based on the popularity of the show, Ming became a frequent featured guest at numerous comic book conventions around the world. These conventions include the New York Comic Con, Comicpalooza in Houston, Walker Stalker Con, Heroes and Villains FanFest, Edinburgh Comic Con, Calgary Comic and Entertainment Expo, C2E2 in Chicago and more. It was at these conventions that listeners of Ming's

podcasts began approaching him for advice on starting their own shows. These interactions became the genesis behind A Shared Universe PodcaStudio.

In 2017 Ming Chen and Mike Zapcic decided to open A Shared Universe in Eatontown, NJ in an effort to help aspiring podcasters start their own shows and to help experienced podcasters become even better. Their goal is to create an amazing environment where all podcasters can create, collaborate, record and be inspired by this amazing new medium.

[www.ashareduniverse.com](http://www.ashareduniverse.com)

## Beyond the Binary with Rob Smith

### What we'll cover:

Deconstructing gender norms that are dated and damaging. How to recreate a world full of potential and freedom to be our perfect authentic selves.



### About Rob:

Rob Smith, the CEO and Founder of The Phluid Project, has created a brand, combining his profession, which is retail, along with his passion, a commitment to social justice. After graduating from Michigan State University, Rob began a long retail career, spanning over 30 years, orchestrating multi-billion dollar businesses through merchandising, e-commerce, marketing, product development and supply chain management. He worked his way through Macys for over two decades, working within four divisions and finishing with his final position as GMM/EVP Macys Corporate in product merchandising. Gaining new experiences, Rob became GMM/EVP at Victoria's Secret direct. He was the Children's Global Chief Product Officer for Nike, Levi's Jordan, Hurley, and Converse with Haddad Brands. Rob mentors numerous fashion brands and designers, leads the CSR committee as a Board of Director for Steve Madden Ltd., and raises critical funds for LGBTQIA+ organizations. He's the former Board Chair for The Hetrick-Martin Institute, which empowers, educates and advocates on behalf of LGBTQIA+ youth around the world and has also served on the board of directors for Athlete Ally, eliminating homophobia and transphobia in sports. Today, Rob leads and manages The Project Project, a leader in gender-free fashion. Phluid, joining a global movement of freedom, authenticity and self-expression, leads with values, a powerful community and a fearlessness to challenge the status quo. Phluid thoughtfully expands into new spaces where they can offer insight, education and impact. Rob lives in NYC with his husband, Rod Grozier, and his dog, Jackson.

[www.thephfluidproject.com](http://www.thephfluidproject.com)

[www.getphfluid.com](http://www.getphfluid.com)

[www.robertgarrettsmith.com](http://www.robertgarrettsmith.com)

[www.linkedin.com/in/robsmith-thephfluidproject](https://www.linkedin.com/in/robsmith-thephfluidproject)

## dreamINTUITION

### Embrace the magic of your inside voice with Marissa Klein

#### What we'll cover:

How to embrace, tap into, and utilize your innermost gifts so we can feel MORE to feel LESS, both personally and professionally.

Marissa is mostly known as a renowned career, staffing and recruitment expert, mother of two, and children's book author. But she is way more than that – she is also a gifted intuitive, lightworker and soul whisperer who prides herself in igniting, and in turn healing, others.

After a year of pandemic plus, she knows that showcasing her inner-most gift is essential and a natural next step in her own career. Raising her voice, normalizing spirituality, and leaning into intuition can (and will) only HELP others find their own life's purpose, professional and personal healing. The journey we all are on is finite, but the work and impact we make on others, each other, and the world is never ending. We are all connected and learning how to listen to our inside voice is a spectacular way to inspire emotional wellness, both in and out of the office. Recognizing signs and winks of approval from the universe along our journey is the icing on the cake!



#### About Marissa:

Sisters Marissa Klein and Jamie Sztoser know a little something about dreaming BIG. The powerhouse duo runs the fashion/media division of their family's staffing firm in NYC, Choice Associates. They have built a brand around helping others and good energy. Driven by their entrepreneurial spirit, they both also have several successful side-hustles and pride themselves on inspiring others to chase their dreams.

In 2018, they launched the dreamcatchers podcast (available on all major platforms), to raise their voices and reach a larger audience as career experts and motivational speakers. In Spring 2020, they introduced the dreamcatchers web, an inclusive professional membership network dedicated to cultivating community and providing content about career, inspiration + making magic.

Known in their personal and professional worlds as lightworkers, igniters, and most of all, believers, Marissa and Jamie are not only dreamers, but they are doers, and their inspiring energy is contagious. They are your "go-to girls" for all things career...but they also know a little about a whole lot, from business to motherhood, work-life balance to the newest trends. They truly embody what it means to chase your dreams and build your dreams...so you can ultimately catch your dreams.

[www.thedreamcatchers.life](http://www.thedreamcatchers.life)

[www.choicepersonnelinc.com](http://www.choicepersonnelinc.com)

[www.linkedin.com/in/choicemarissa](https://www.linkedin.com/in/choicemarissa)