



SPEAKER

TRACY ZHANG

VP of iTalkBB Global
Digital Marketing Strategist
Community Connector & Brand Advocate

Speaker Bio

Tracy Zhang is VP of iTalk Global and AAWEA Global Women Entrepreneur Ambassador. With 25 years in the U.S., she combines expertise in digital marketing and cross-cultural communications. She's a former consular officer, community leader, and frequent host of major cultural events.

Speech Preview

How can businesses turn digital exposure into real customer growth?

Drawing from her work at iTalkBB Elite Platform, Tracy will share how to build effective closed-loop marketing systems using SEO, social media, and platform tools. Through practical case studies, she will explore how digital strategies can help entrepreneurs and small businesses convert visibility into sustainable success.

DIGITAL MARKETING *Forum*



31 MAY, 2025



**9:30 am
to
3 pm**

JOIN NOW



Venue

**Casey Community Center
810 S Frederick Ave,
Gaithersburg, MD 20877**



Website

www.aawea.org



Scan to Register