



Improve or Launch Your Brand and Establish Your Digital Footprint

WHO IS IT FOR:

All businesses of all sizes (marketing departments, founders, designers)

YOU WILL LEARN:

- The importance and value in having a branding strategy
- Developing the one truth about your brand that people should know
- How to focus your messaging and monitor your content so that you are always delivering a consistent message that stays on brand
- The key things you should do to boost your brand and increase your online presence

BrandU is an interactive business branding workshop geared toward helping businesses better reach their target audience. Ramon teaches foundational principles around improving their brand and brand messaging, establishing a strong digital footprint and driving traffic to their websites through effective digital marketing strategies in order to increase sales and grow their businesses.

Ramon has volunteered for SCORE and delivered countless brand workshops for numerous chambers of commerce for the last 14 years. As a mentor and instructor for many startup incubators Ramon shares his personal experiences from serving on the original startup team behind priceline.com to building and launching his own brand with the goal of helping other do the same only smarter and faster.



A GREAT RESOURCE TO
ACCOMPANY THE WORKSHOP!

AVAILABLE ON
amazon.com



Ramon E. Peralta, Jr.

Entrepreneur | Speaker | Brand Strategist

Ramon holds a BFA in Visual Arts and an Honorary Doctorate from the University of Bridgeport. A Tuck Executive Business MBE Alumni, he developed a passion for entrepreneurship and launching brands after serving as Senior Art Director on the original start-up team behind Priceline.com. Today, Ramon proudly leads the multicultural, multi-disciplined, loyal flight crew at Peralta Design, personally ensuring that the desired 'look & feel' of every project launch sequence is communicated consistently across the

entire brand's digital footprint; whether it be a website, video, social campaign, digital strategy or printed marketing materials.

Ramon serves as Chief Creative Advisor for Alpha Phi Alpha Fraternity, Inc., volunteers for Junior Achievement, speaks to underprivileged youth, serves on various non-profit boards and is a mentor for ReSET Social Trust and Sacred Heart University. Outside of work, Ramon is a car enthusiast who enjoys autocross, golfing, traveling and cycling. Ramon and his college sweetheart Nancy have two adult children and are currently enjoying life as empty-nesters.

AS SEEN ON:
TEDx



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HERE!**