

## BIO - MEDIA - ROBIN M. BERTRAM

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Robin Bertram is a seasoned media professional, author and speaker, and former host of the nationally syndicated television program, "Freedom Today."

She has held various leadership roles for Christian Women in Media Association; regional director, national director of regions, and her current position of Vice President. In addition to her role with CWIMA, Robin maintains a busy schedule speaking for media seminars, women's ministry engagements, conferences and retreats around the country, as well as in her local church.

Robin is a social influencer. In preparation for the release of her second book, *No Regrets*, Robin received a challenge from her publisher to reach 10,000 Facebook page likes -- a seemingly impossible task. Drawing upon the tenacity with which she approaches all of the challenges she has faced, Robin developed the tools and approach to drive her business Facebook page from just a handful to almost 30,000 likes in just 5 months. More importantly, in one month she experienced a reach of over 350,000 and 127,600 reactions, including over 60,000 post engagements in one week. The proof of her expertise is in the numbers.

Robin is passionate about empowering other Christian leaders to achieve similar results. In response to the high demand, she has teamed up with her long-time friend and media colleague, Deborah Ross, to establish Bertram & Ross Consulting, where she acts as lead consultant and CEO. BRC has a mission to provide comprehensive training and services to assist other kingdom professionals in the areas of social media marketing, content generation, customer engagement, and business analysis to assist their clients in a broad variety of media and ministry.

Outside of her professional success, Robin enjoys cooking, entertaining, taking in nature, and spending time with her loving husband of 30 years, Ken. God recently blessed Ken and Robin with their first grandchild, and they spend every free moment with their new addition to the family.