



BUSINESS LINES

Business/Organization Name: ReadyGo Media

Business Focus/Specialty: Integrated Digital Marketing Solutions. Social media and branding

Business Advantage: Innovative strategies based on leading edge and traditional marketing knowledge. Inspiring and fun; I love what I do

Website: www.readygomedia.com

FOUNDATION

Name: Joanne Probyn

E-mail: Joanne@readygomedia.com

Occupation/Position/Title: Integrated Marketing Manager

What I do: Assess, research, strategize, design, implement, manage. I show clients how to gain valuable insights, generate revenue, build trust and develop an army of volunteers that promote your brand

Credentials: Social media expert. UBC Integrated Marketing Strategy Certificate (in progress), Capilano University Graphic Design Diploma

Professional Background: International award winner with over three years in business and over 16 years industry experience. Four years living and working in New York and San Francisco. BCAMA and CSMPS member

FAVOURITE STUFF

Favourite Achievements: Running a half marathon with my brother and sister, helping New York's top PR agency increase profits 25% per quarter, therapeutic art fundraiser

Goals: Continue to empower organizations to build strong brands and integrate social media effectively

Passions and Interests: Communications, hiking, cooking, art, travel and reading

Current Read, Author: *UnMarketing*, Scott Stratten

Someone I Admire and Why: My brother. He's a survivor and I admire his spirit

Five People of All Time I Would Invite to my Dinner Gathering: Seth Godin, Dalai Lama, Eleanor Roosevelt, Steve Jobs, and Mom

Business Tip or Motto: Engage. Influence. Activate.

Favourite TV Show: *Mad Men*, *Seinfeld*

Favourite Holiday Destination: Paris, Napa Valley (any place with history, food, wine and art)

Favourite Community Organization or Charity: Haro Park Centre, Canadian Flowers for Food Society, Artists In Our Midst

Favourite reason for subscribing to BIV: BIV provides local information that connects you to your community and keeps you playing your best

See you in print!

Each week we pick a subscriber to profile. For consideration, email profiles@biv.com. Another way that *Business in Vancouver* pays off.