

MARKETING BOSS

YOUR BUSINESS **DESERVES MORE**

MARGARITA
EBERLINE



SPEAKER PROFILE

WWW.MARKETING-BOSS.COM

BENEFITS

Childhood domestic violence survivor, single mother of 5, Latina entrepreneur - I inspire audiences worldwide to overcome obstacles and shatter limiting beliefs in life and business.



With a career spanning over 25 years in marketing and media, Margarita Eberline has an impressive portfolio of experience. Having worked with renowned brands such as Telemundo, The Nielsen Company, Columbia Pictures, and KNBC in Los Angeles, she brings a wealth of knowledge to the table. She is not only a seasoned marketer but also a successful entrepreneur, having launched a full-service bilingual marketing agency, an e-learning platform, a fractional CMO and business consulting firm, and an eCommerce shop.





Margarita holds a degree in History & Rhetoric from the University of California at Berkeley. Her academic background, combined with her practical experience, enables her to devise holistic strategies that leverage multimedia and corporate resources to propel businesses forward.

But Margarita's work goes beyond growing companies. She is a passionate writer and speaker, committed to inspiring and empowering others. She writes on various subjects, from business and marketing to personal memoirs reflecting on her life experiences. As a recognized speaker, she has delivered **keynote speeches internationally** on diverse topics ranging from motherhood and perseverance to business development and marketing. Her exceptional speaking skills have earned her recognition from Universidad Peruana del Norte in Peru and the Prodigy Global Network, which listed her among the Top 50 Global Inspirational Women to Look Out for in 2022.

Before her professional accomplishments, Margarita had already demonstrated remarkable resilience and strength. **The Children's Defense Fund honored her for Beating the Odds in her personal life while excelling academically.** This recognition led to a feature by the **LA Times in a front-page article** entitled Portrait of Strength in the Face of Adversity, opening numerous educational and professional opportunities for her.

This blend of personal and professional experiences allows Margarita to inspire others to overcome their own challenges, both in business and in life. **As an entrepreneur, communicator, and most importantly, as a human being, she encourages others to relentlessly pursue their goals, defy the odds, and maintain integrity.**

At the core of everything she does is her role as a mother. She is the proud mother of five young boys. Her desire to set an example for her children fuels her drive for success.

Hiring Margarita as a speaker for your event is not just about getting a seasoned professional on stage; **it's about bringing an inspirational figure who will leave a lasting impact on your audience. Her unique blend of personal and professional experiences, coupled with her passion for helping others, makes her an ideal choice for any event seeking to inspire, educate, and motivate its attendees.**



TOPICS

- MARKETING
- LAW FIRM SALES
- ADVERSITY
- PARENTING
- MENTAL STRENGTH
- MENTAL HEALTH
- DOMESTIC VIOLENCE



BUILDING A MARKETING MACHINE

FORMAT
WORKSHOP

**THIS PROGRAM IS PERFECT FOR:
ENTREPRENEURS | LAW FIRM OWNERS**

THE AUDIENCE WILL LEAVE WITH:



Understanding Marketing Funnels: Participants will gain a solid understanding of marketing funnels, learning how to effectively attract, engage, and convert potential customers. This knowledge will help them create a more predictable and efficient system for generating leads and sales.



Strategic Planning: Attendees will learn how to develop a comprehensive marketing strategy that aligns with their business goals. This includes identifying target audiences, defining key messages, selecting appropriate marketing channels, and setting measurable objectives.



Project Management in Marketing Implementation: In this workshop, business owners will learn the crucial role of project management in executing various marketing strategies. From digital advertising and SEO to content marketing and social media, participants will gain practical insights into managing these projects effectively. This includes planning, organizing, and allocating resources, as well as monitoring progress and making necessary adjustments to ensure predictable and successful results. This hands-on approach will equip attendees with the skills to manage their marketing initiatives like well-oiled machines, driving consistent outcomes and business growth.



Measurement and Analysis: Participants will learn how to measure the success of their marketing efforts using key performance indicators (KPIs) and other analytics tools.

This will enable them to make data-driven decisions and continuously improve their marketing machine.



Scalability: Finally, attendees will learn how to scale their marketing efforts as their business grows. This includes tips on automating certain processes, investing in marketing technologies, and efficiently allocating resources to maximize return on investment (ROI).

Discover the keys to building a powerful marketing machine in this dynamic workshop, designed specifically for business owners seeking predictable and profitable results from their marketing efforts. Margarita Eberline, a proven expert in the field, will guide you through the creation of a concrete marketing plan that aligns seamlessly with your sales goals.

This engaging workshop will equip you with three immediately applicable lessons: The art of optimizing your marketing strategies for maximum impact, the importance of leveraging project management techniques for efficient execution, and the value of regular audits and adjustments to ensure continuous improvement. By the end of this session, you'll have the tools to transform your marketing approach into a well-oiled machine, driving consistent business growth and success. This is not just a talk, but an investment in your business's future.





MEASURING METRICS THAT MATTER

FORMAT
WORKSHOP

THIS PROGRAM IS PERFECT FOR:
LAW FIRM OWNERS

THE AUDIENCE WILL LEAVE WITH:



Mastering Key Marketing Metrics: Participants will gain a clear understanding of the essential data points every law firm owner must track to measure the success of their marketing campaigns. From cost per lead (CPL) to client acquisition cost (CAC) and lifetime value (LTV), attendees will learn how to interpret these metrics to make informed decisions.



Diagnosing Marketing and Sales Gaps: Attendees will discover how to use data to identify bottlenecks in their marketing and sales funnels. By analyzing conversion rates, lead response times, and client retention metrics, they will learn to pinpoint areas for improvement and take actionable steps to optimize their processes.



Connecting Metrics to Business Goals: This session will teach participants how to align their marketing metrics with their overall business objectives. They will learn to set measurable goals, track progress, and ensure that every marketing effort contributes to their firm's growth and profitability.



Building a Data-Driven Marketing Strategy: Business owners will leave equipped with the tools to create a marketing strategy rooted in data. They will learn how to use analytics tools to monitor performance, identify trends, and make adjustments in real time to maximize ROI.



Turning Numbers into Actionable Insights: Finally, attendees will learn how to translate raw data into meaningful insights that drive results. This includes understanding how to prioritize metrics, focus on what matters most, and use data to foster collaboration between marketing and sales teams.

Discover the keys to making metrics matter in this engaging session, designed specifically for law firm owners who want to grow through their marketing and sales performance. The speaker will guide attendees through the process of tracking, analyzing, and leveraging data to create a more efficient and effective marketing machine. By the end of this session, participants will have the tools to diagnose weaknesses, optimize their strategies, and drive consistent growth. This is not just a talk, but a roadmap to measurable success.





FROM RING TO RETAINER

FORMAT
KEYNOTE

**THIS PROGRAM IS PERFECT FOR:
LAW FIRM OWNERS**

THE AUDIENCE WILL LEAVE WITH:



Understanding the Cost of Lost Leads: Participants will gain a clear understanding of how lost leads impact their marketing ROI and revenue. By exploring real-world scenarios, they will learn how to identify and address the hidden gaps in their client acquisition process, ensuring that every marketing dollar is maximized.



Recognizing the Root Causes of Ghosting: Attendees will uncover the psychological and behavioral reasons behind why potential clients ghost law firms. This includes understanding the fear of confrontation, lack of trust, and other subtle factors that lead to disengagement. They will also learn to spot early warning signs of ghosting, such as vague responses and low engagement.



Building Emotional Connections to Convert Leads: This session will teach participants how to use the Connect Convert framework to build trust and emotional connections with potential clients. From using the caller's name to sharing relatable examples and addressing unspoken concerns, attendees will gain actionable strategies to foster trust and transparency during client interactions.



Practical Tools to Prevent Ghosting: Business owners will learn proven techniques to reduce ghosting, such as labeling hesitations, answering unasked questions, and aligning tone and energy with the client's needs. These tools will empower them to create meaningful connections that lead to signed cases.



Shifting Mindsets for Competitive Legal Marketing: Finally, participants will leave with a renewed perspective on the importance of tightening their sales and customer service strategies in today's competitive legal marketing landscape. They will understand how to transform every meaningful call into a meaningful relationship, driving consistent client acquisition and referrals.

Discover the keys to converting leads into signed cases in this dynamic session, designed specifically for law firms navigating the challenges of modern legal marketing. The speaker will guide attendees through actionable strategies to reduce ghosting, build trust, and optimize their client acquisition process. By the end of this session, participants will have the tools to turn their marketing efforts into a well-oiled machine, ensuring predictable and profitable results. This is not just a talk, but an investment in the future of their law firm.





GLASS CEILING BREAKTHROUGHS

FORMAT
KEYNOTE

**THIS PROGRAM IS PERFECT FOR:
WOMEN | MOTHERS | ENTREPRENEURS**

THE AUDIENCE WILL LEAVE WITH:



Overcoming Obstacles: Audiences will learn about the power of perseverance and resilience in the face of adversity, drawing from my experiences with challenges such as surviving domestic violence and launching multiple businesses.



The Power of Education: Participants will be inspired by Margarita's journey to attend a top university for free, demonstrating that educational goals are achievable regardless of one's background or circumstances.



Balancing Act: My personal experience with raising five boys while navigating a successful career **in the film industry and entrepreneurship will provide insights into work-life balance, showing that it's possible to manage personal and professional commitments effectively.**



Entrepreneurship Lessons: Audiences will gain valuable insights into starting and running successful businesses, learned from my firsthand experience in launching and managing multiple enterprises.



Mindset Shift: Perhaps the most crucial takeaway will be the revelation about the role of mindset in overcoming obstacles. Margarita's personal journey will illustrate how shifting one's mindset can unlock potential and open doors to new opportunities.

In this compelling and transformative talk, Margarita will guide your audience through a labyrinth of life's obstacles, each represented by a metaphorical 'glass ceiling'. These glass ceilings range from her experiences surviving domestic violence as a child, earning a scholarship to a top university, carving out a successful career in the film industry raising five boys, getting a divorce, to launching multiple prosperous businesses. Each time she hit a ceiling, she found a breakthrough, shattering the glass and rising higher. The crux of her message, however, is not merely about overcoming these hurdles but discovering the final and most significant glass ceiling - the limitations of her own mindset. Once she shattered this, she realized the true power of transformation.

She will share three immediate, actionable lessons with the audience. First, the importance of resilience and perseverance when facing adversity. Second, the value of education as a catalyst for opportunities. Lastly, the transformative power of a positive, limitless mindset in overcoming life's challenges. This talk promises to inspire attendees while equipping them with practical strategies for personal and professional growth. Each narrative will act as an awakening, helping audience members to identify and break their own 'glass ceilings'.





STORYTELLING AND BRANDING FOR BOSSES

FORMAT
WORKSHOP

**THIS PROGRAM IS PERFECT FOR:
BUSINESS OWNERS | LAWYERS | CONTENT CREATORS**

THE AUDIENCE WILL LEAVE WITH:



Master the Art of Storytelling: Learn how to weave compelling narratives that not only captivate your audience but also humanize your brand, making it more relatable and credible.



Customer-Centric Marketing: Discover the power of positioning your customers at the heart of your marketing messaging. Understand how to create a narrative that resonates with them, fostering a deeper connection and driving engagement.



Brand Consistency: Gain insights on maintaining a consistent brand aesthetic across all platforms. This consistency enhances brand recognition, loyalty, and trust among your customers.



Content Creation: Acquire skills for creating captivating content that speaks directly to your target customers. This will strategically position your marketing for an increase in preference, referrals, and repeat business.



Transformative Marketing Approach: The workshop goes beyond simple learning; it's about reshaping your entire marketing approach. It's designed to equip you with a powerful tool that fuels business growth by enhancing your storytelling and branding skills.

Immerse yourself in a transformative workshop on storytelling and branding, expertly designed to empower business owners and professionals. This session will equip audiences with the skills to craft captivating content that resonates with your target customers, strategically positioning your marketing for an uptick in preference, referrals, and repeat business. You'll walk away with applicable lessons: First, learn how to weave compelling narratives that captivate your audience. Second, discover the art of making your customers the center of your marketing messaging, fostering a deep connection, and driving engagement. Finally, gain insights into maintaining a consistent brand aesthetic across all platforms, reinforcing recognition and loyalty. This workshop isn't just about learning; it's about transforming your marketing approach into a powerful tool that fuels business growth.





MISTRESS OF CEREMONIES

FORMAT
EMCEE

**THIS PROGRAM IS PERFECT FOR:
BILINGUAL AUDIENCES | FUNDRAISERS | AWARDS**

THE AUDIENCE WILL LEAVE WITH:



Elevated Event Engagement: As a dynamic emcee, I possess the ability to keep the audience engaged and entertained throughout the event. My energy and charisma significantly elevate the atmosphere, making the event more enjoyable for everyone. This heightened engagement can lead to improved reception of key messages, increased participation, and overall positive feedback about the event.

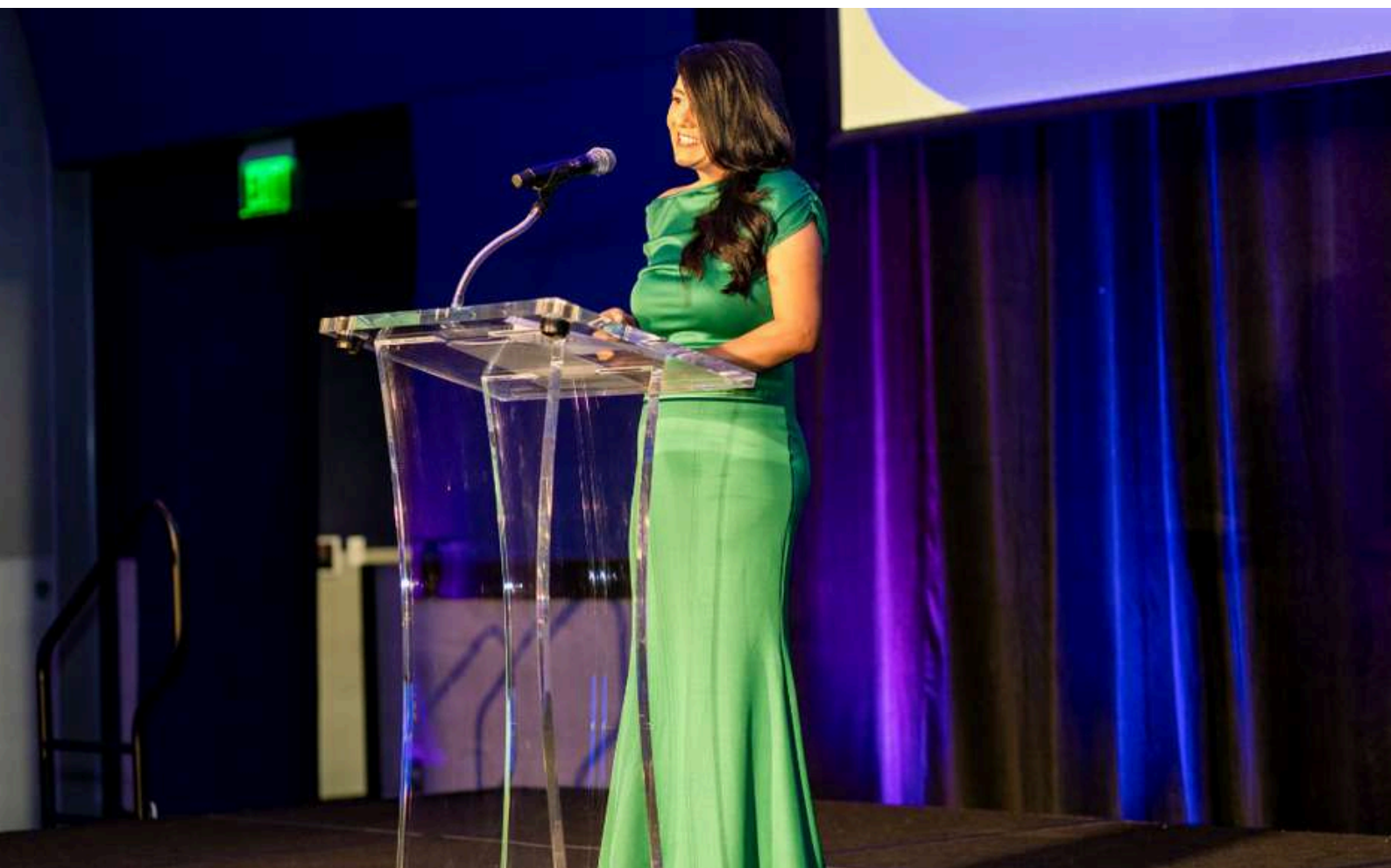


Professional Recognition Delivery: Being a professional emcee, I ensure that recognitions are delivered in a memorable and impactful way. I highlight the achievements of individuals in a manner that truly honors their contributions, making them feel valued and appreciated. This can boost morale and motivation within the organization.



Smooth Program Flow: With my experience, I can seamlessly follow a script while also improvising when necessary to keep things light and fun. I adeptly manage transitions between different segments of the event, handle unexpected situations with grace, and maintain momentum. This ensures a smooth flow of the event, leaving a lasting impression on the attendees.

As an experienced bilingual emcee, I bring a unique blend of linguistic proficiency and event management skills to the table. I can seamlessly communicate with a diverse audience, making sure everyone feels included and engaged. My expertise in time management ensures that the event runs smoothly and stays on schedule, all while maintaining a lively and engaging atmosphere. Regardless of last-minute adjustments or hiccups in the plan, I can skillfully navigate changes, ensuring that the event's flow remains unbroken and the audience's attention is consistently held. My versatility extends to recognizing sponsors and guests in a manner that is both personalized and impactful, adding a layer of professionalism to the event. Furthermore, I handle unexpected changes and interruptions with grace and poise. My adaptability turns these unforeseen circumstances into seamless transitions rather than disruptive hurdles. The audience will appreciate this smooth handling, contributing to a positive overall experience. This level of proficiency ensures not just a successful event, but one that leaves a lasting impression on its attendees.



AS SEEN ON

LAW.COM

VoyageATL

WOMEN
In leadership

SHOUTOUT ATLANTA

 **ClioCon**

Los Angeles Times

FEATURES

VoyageATL 2025 - Featured Interview



**"MEET MARGARITA EBERLINE
OF MARKETING BOSS"**

ClioCon 2025 - Speaker



**"MAKING METRICS MATTER:
HOW TO MEASURE SUCCESSFUL
MARKETING CAMPAIGNS" (BOSTON, MA)**

WILBYBETTY - Featured Speaker



**WOMEN & LEADERSHIP CONFERENCE
2025 (NEW ORLEANS, LA)**

Law.com (2024) - Featured Article



**"MEET THE FEMALE FOUNDERS
OF LEGAL TECH"**

Shoutout Atlanta (2024) - Feature Article



**"MEET MARGARITA EBERLINE | FOUNDER
AND CEO OF MARKETING BOSS."**

Los Angeles Times (1998) - Featured Article



**"PORTRAIT OF STRENGTH
IN THE FACE OF ADVERSITY."**

MEDIA

AUTHOR



CONNECT-CONVERT.COM



HOST



CARESANDWICHPODCAST.COM



TESTIMONIALS



LUIS RAUL SCOTT, JR.
MANAGING PARTNER AT
BADER SCOTT INJURY LAWYERS

Margarita is an excellent speaker with great command of her content. When she spoke at a Mastermind Conference I hosted, she left the audience intrigued and wanting more. The journey she took the audience on from developing a brand message that can be transmitted throughout your marketing to using that brand message to create a congruent internal brand for your employees left a lasting impression on the audience. If you want someone who can speak about your personal or company's brand story or message, I would highly recommend Margarita.



VAL ALINO
SPEAK CONNECT AND GROW CO-FOUNDER



Margarita is a transformational leader and powerful Keynote speaker. Her inspiring message at the Global Symposium for Mother's 2021 based in Singapore titled "If you can birth a child you can birth a company" was shared with 103 Countries. Her talk inspired mothers to recognize their own ability to tap into their hearts and courage to do more of what brings joy into their life knowing that this is the key for a successful business. I highly recommend her for any speaking engagement, she is amazing!



ALFONSO RIBOTT
**METROPOLITAN SAVANNAH HISPANIC
CHAMBER OF COMMERCE CHAIR**

Margarita Eberline did a phenomenal job keeping our audience engaged as a Mistress of Ceremonies for our Women in Business Conference. She is a talented speaker and a professional, and I highly recommend her as a featured speaker and event host.



SETH BADER
**FOUNDER AT BADER SCOTT
PERSONAL INJURY LAWYERS**



Margarita Eberline is an incredibly captivating speaker, whose vibrant imagination has the power to turn a room full of lawyers into a fully engaged and intrigued audience.

Her workshop on storytelling and branding is informative and also infused with an element of fun that keeps everyone absorbed. She possesses a unique ability to blend education with entertainment, making complex concepts accessible and enjoyable. I wholeheartedly recommend her workshops for their engaging approach and actionable insights.





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AMAZING TESTIMONIALS



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INTERNATIONAL SPEAKING TOURS INCLUDE
SINGAPORE, AFRICA, PERU, PHILIPPINES.

