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**Will Frei**

**Age:** 35

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I am a marketing leader who helps teams change the way people think and act through targeted content.

I have ten years digital marketing experience, six of those in fintech. This means I'm close to having all the best words about tech and taxes. Here's one: automation. Here's another: advisor.

Recognized for my creative problem solving and my ability to make the complex simple, these are a few things I do today:

- Drive online growth through web content strategy
- Lead a team of writers that fuels awareness and demand through marketing programs
- Develop and oversee global social media and community strategy
- Roast and drink fine coffee

I've benefited from people sharing their expertise with me for my entire career, so I try and pass that on where I can. I provide pro bono marketing consulting to local startups and not-for-profits, helping them launch a digital presence, including audience research, messaging, and a digital strategy.

**Favorite influencer(s) (authors, bloggers, mentors, speakers, etc.)**

Tina Fey (culture)

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