



Bio for Trina Becksted

TRINA BECKSTED founded *CloudNine Marketing, Inc.*, the nation's first holistic PR and Marketing firm in 1997. She has more than 20 years of experience as a marketing and public relations consultant. As president of CloudNine Marketing, Inc., Trina takes projects from concept to creation. Some of her biggest projects include producing five events for the internationally acclaimed author Deepak Chopra, M.D. She organized and managed each of these events, attracting powerful co-sponsors like Canyon Ranch, Ritz Carlton, Mercedes Benz, Nordstrom and the Cleveland Clinic Health System.

Trina's clients particularly appreciate her extensive experience in public relations management. She has handled PR for Columbus-based Smooth Jazz 103.5 & 104.3, promoting the world-class musicians of the Smooth Jazz concert series, Richard Elliot, Marc Antoine, Russ Freeman, and the Rippingtons.

She ran an in-house agency for one of the #1 ranked Ford auto agencies in the US. Her corporate event planning spans telecom industry giants CellularOne, AirTouch Cellular and The Whole Life Expos, garnering attendance figures in the 10's of 1,000's range featuring Suze Orman, Deepak Chopra and Wayne Dyer.

In addition, Trina has a strong traditional business background. Her career has included sales, advertising and marketing management positions in the automotive, publishing and telecommunications industries. It is through those positions that she became savvy at new business development, media planning, negotiating and buying print space and broadcast air time as well as designing and implementing sales incentive and award programs.

She has an emphasis and understanding of digital and social media for B2C and B2B enterprises. Her understanding of Search Engine Optimization and the changing complexities of the new era of digital media make her perfect candidate to assist in the world class communications of corporations positioned for growth.

In 2008 she started the online news sources *HolisticHealingNews.com* and *HolisticHealersDirectory.com*. Both online media sources target the anti-aging and Holistic Health market. These online mediums reach nearly 200,000 each month. She is adept in creating forums where new thought leaders thrive. Her ability to attract influential sponsors like Canyon Ranch, The Cleveland Clinic Health System, BMW, Mercedes Benz, Nordstrom, medical organizations, spas

and manufacturers is a strong deliverable for corporations seeking to monetize their events and endeavors.

Her ability to bring parties to the table and effectively negotiate win/ win alignments to garner additional exposure and awareness for her clients is one of her greatest assets. Trina is adept in identifying innovative revenue generation and business development a well."

Trina is a believer in giving back to her community. She helped create the popular *Cupid's Night Out* charity event that has raised thousands of dollars for St. Jude's Children's Hospital in Memphis, Rainbow Babies and Children's Hospital in Cleveland, and the Cleveland Jaycees. She provided pro-bono public relations services for the Northern Ohio chapter of the March of Dimes and co-created their MOD Art Auction . She currently serves as a board member for The International Yoga College and Seven Centers Yoga Arts . She is a Community Council Member for Sister to Sisters, National Women's Heart Day with Cindy McCain. She also provides pro-bono support for The Phoenix Friends Chapter of the AZ Cancer Center.

Trina holds a Bachelor of Arts degree from Baldwin Wallace College with a concentration in Marketing Communications. She has held memberships in the Sales and Marketing Executives and Cleveland Advertising Association. Her personal interests include yoga, mediation, tennis, golf, personal growth and bringing holistic medicine and human potential mainstream.