

Cendrine Marrouat

Content Creator & Curator - Social Media Trainer, Author, Instructor, Photographer -
cendrinemarrouat.com

cendrinemarrouat@gmail.com

Summary

Are you a small business owner or solo-preneur frustrated or struggling with social media? No time to create content? I am here to help.

For the last seven years, I have used my experience as a professional blogger, content curator, and social media trainer to assist people like you. You deserve success. Let's work together to make it happen!

Website: <http://socialmediaslant.com>

Email: info@socialmediaslant.com

Honors and Awards

Community Choice Winner in the 2015 Small Business Book Awards

Small Business Trends

April 2015

"The Little Big eBook on Social Media Audiences: Build Yours, Keep It, and Win" is a Community Choice Winner in the 2015 Small Business Book Awards. Category: Social Media.

Best Small Business Blogs of 2015 List

FitSmallBusiness.com

June 2015

Feature in The Costco Connection (Canada)

The Costco Connection (July - August 2015 edition)

July 2015

BizHUMM's Top 100 Business Bloggers of 2015

BizHUMM

November 2015

#38 in the Top 100 Business Bloggers list based on traffic, SEO and social media.

Blog Profiles: Social Media Blogs

PR Newswire

April 2016

<https://mediablog.prnewswire.com/2016/04/11/socialmediablogs/>

Best Small Business Blogs of 2016 List

FitSmallBusiness.com

May 2016

Publications

The Little Big eBook on Social Media Audiences: Build Yours, Keep It, and Win

Amazon.com May 15, 2014

Authors: Cendrine Marrouat

Written specifically for entrepreneurs and small business owners who struggle or are just starting with social media, *The Little Big eBook on Social Media Audiences: Build Yours, Keep It, and Win* (release date: May 15, 2014) is a down-to-earth guide that focuses on the four pillars of relationship and audience building: Finding, Engaging, Creating, and Connecting.

Each chapter covers an essential topic, such as social media policy, online conversation monitoring, leadership, valuable and relevant content, gratitude, and much more.

Also included are case studies and links to important tools and articles, all of which will make the reader's journey to social media success not only easier, but also more accurately targeted.

The Little Big eBook on Blogging: 40 Traffic Generation Tips

Amazon.com March 6, 2012

Authors: Cendrine Marrouat

"The Little Big eBook on Blogging" is a comprehensive resource that provides bloggers of all levels with essential information and precise guidance to attract quality traffic to their blogs. Each chapter focuses on a specific area, such as reader engagement, Search Engine Optimization, newsletter writing, guest blogging, and online presence monitoring. Also included, are links to some of the best tools and articles available online to help the reader further their knowledge and save precious time.

The Social Business Newsletter

Cendrine Marrouat September 7, 2015

Authors: Cendrine Marrouat

Every Monday, I highlight the best social media content from the week before: one post, one promising tool, and the latest articles from my blog. If I spotted a great video, WordPress plugin, or worthy piece of news, it is included as well.

Business in a Social Media World

Scoop.it 2011

Authors: Cendrine Marrouat

The best social media content to help you take your business to the next level.

When the Mind Travels

Lulu June 9, 2015

Authors: Cendrine Marrouat

Poetry and photography are two powerful art forms. When brought together, they will tell beautiful stories.

"When the Mind Travels: A Poetic Journey into Photography" is a meditation on nature and the human condition through short poetry and images from several countries, including Canada, Syria, the United States, and France.

Life's Little Things - Les petites choses de la vie

Blurb March 23, 2016

Authors: Cendrine Marrouat

"Life's Little Things - Les petites choses de la vie" is a bilingual invitation to slow down your pace and embrace the little things in life.

Skills & Expertise

Blogging

Social Media

Social Media Marketing

Creative Writing

Journalism

Social Networking

Writing

Marketing

Freelance Writing

Content Strategy

Social Media Coach

Translation

Editing

Published Author

Online Marketing

Teaching

Digital Journalism

Storytelling

Curating

Content curation

Interviews

Online Advertising

Entrepreneurship

Blogger

Experience

Freelance Columnist at B2B News Network

November 2014 - Present (1 year 10 months)

Social media tips for B2B brands and marketers.

Photographer at Cendrine Marrouat Photography

September 2014 - Present (2 years)

Taking and editing photographs

Professional blogger, social media coach, content curator, author at SocialMediaSlant.com

April 2013 - Present (3 years 5 months)

"Social media tips, tools, stats, and news for small businesses and entrepreneurs."

French Instructor at Cendrine Marrouat

September 2003 - Present (13 years)

Social Media Instructor at Social Media Instructor

April 2012 - Present (4 years 5 months)

Teach classes on social media 101

Content Curator at Scoop.it

December 2010 - Present (5 years 9 months)

Read and select relevant digital content for readers.

Add context to curated content.

Paper.li Blog Staff Writer at Paper.li

July 2014 - October 2015 (1 year 4 months)

Content creation, including case studies and interviews.

Founder / Blogger at Creative Ramblings

March 2008 - January 2014 (5 years 11 months)

- Write insightful articles and tutorials on social media for entrepreneurs, small businesses and independent artists
- Cover social media news
- Interview social media experts
- Write professional reviews

Social media blogger, coach, curator at CendrineMarrouat.com

March 2005 - January 2014 (8 years 11 months)

Focus on social media tips, tools, stats, and news for small business owners and solo-entrepreneurs.

Canada Social Media Examiner at Examiner.com

January 2011 - November 2013 (2 years 11 months)

- Write insightful articles and tutorials on social media

- Cover latest social media news

- Interview social media experts

Digital Journalist at Digital Journal, Inc.

June 2010 - November 2013 (3 years 6 months)

- Cover technology news

- Promote awareness events

- Interview social media experts

Translator at Cendrine Marrouat

February 2003 - March 2013 (10 years 2 months)

Translate documents from English to French and from French to English

Areas of specialization: literature, journalism, marketing, and business

Freelance writer and reviewer at Examiner.com

April 2010 - September 2012 (2 years 6 months)

Covered art and cultural news in Canada and the United States

Interviewed independent artists and activists

French Instructor at Alliance Française du Manitoba

September 2006 - May 2008 (1 year 9 months)

Teach French to adult students.

French Instructor at Collège Universitaire de St Boniface

September 2003 - March 2007 (3 years 7 months)

Teach French to adults

Languages

French (Native or bilingual proficiency)

English (Native or bilingual proficiency)

Spanish (Elementary proficiency)

Education

Université Toulouse - Jean Jaurès

CAPES, English, 2001 - 2003

Université Toulouse - Jean Jaurès

Bachelor in English to French Translation, English, 2000 - 2001

Université Toulouse - Jean Jaurès

Licence Degree, English, 1999 - 2000

Université Toulouse - Jean Jaurès

Diplôme d'études universitaires générales, English, 1997 - 1999

Test Scores

TOEFL

August 2008 Score:113 / 120

Interests

social media, writing, literature, culture, interviews, reviews, translation, news

Courses

CAPES, English

Université Toulouse - Jean Jaurès

Capes d'anglais

National teaching exam

Capes d'anglais

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19 people have recommended Cendrine

"I've worked with Cendrine for several years and can attest to her hard work ethic and keen eye for newsworthy content in social media and B2B. She has never missed a deadline, and understand the space very well. I'd recommend her to any editor/publisher looking for a dependable freelance writer."

— **David Silverberg**, *Editor, B2Bnn*, managed Cendrine at B2B News Network

"Cendrine is one of the hardest-working women I know. She curates and writes excellent, detailed posts on social media topics. She writes well as a rule, and her poetry is original and inspired. I've had the opportunity to work with her on several editing and design projects for her books and I regularly read her posts. She's an excellent writer who understands the audience she's writing for. "

— **Katrina Moody**, *CEO, Kat's Media & More*, was with another company when working with Cendrine at SocialMediaSlant.com

"I was extremely delighted to receive a copy of "The Little eBook on Blogging:40 traffic generation tips" by Cendrine Marrouat. In merely 34 pages Cendrine has managed to cover all the quintessential aspects of blogging successfully and driving quality traffic to one's blog. Besides these very useful tips, she has also shared a wealth of resources and links to some really awesome social media tools. She hasn't stopped with that but has also given a very brief intro to each tool for beginners. Simply following these 40 steps would surely lead to fruitful results in one's blogging endeavour but as she rightly mentioned in her 40th tip - success does not happen overnight and a lot of hard work and patience is called for. Follow these 40 golden tips and see the magic of blogging success. Thanks to this brilliant eBook, my blogs have been showing a steady increase in traffic since I started applying Cendrine's secret recipes. I highly recommend this eBook for its well-worth the time and money."

— **John Thomas**, was Cendrine's client

"I have known and have been associated with Cendrine Marrouat for over two years and I must say I utterly respect her for her knowledge, professionalism and ethics. She is such a knowledgeable person and her blogs and fanpages are full of valuable resources for a social media professional. The internet is over loaded with pages and pages of info and sometimes getting the right info would be like searching for needle in a haystack.

Cendrine is an awesome curator of sorts who gleans through all the info and processes + shares them in the most valuable and digestible form. I visit her blog - Creative Ramblings on a daily basis and it is on my "most preferred" list of blogs and I even recommend them to colleagues and friends. Personally she is warm, friendly and a "Go To" person for anything SOCIAL MEDIA. An A+ from me for Cendrine and the fabulous curation she is doing."

— **John Thomas**, was with another company when working with Cendrine at SocialMediaSlant.com

"I had the pleasure of meeting and working with Cendrine in my role as Head of Content, Community and Communications at Paper.li. As a tireless ambassador for Paper.li, Cendrine helped us establish our solid footing as a people first, community first brand by reaching out and helping other community members. Her invaluable insights and in-depth understanding of audience development helped us establish the Paper.li Community Blog and her dedication and unwavering commitment and brand loyalty ultimately led to a contract position with Paper.li. She is not only a talented writer and communicator, but also a passionate educator and peer that works tirelessly to get the details right for clients, projects, community members or anyone she is working with. Cendrine joins a select group of individuals and online professionals who truly understand how to leverage best practices across social media, content curation, content marketing and audience development to grow thriving communities and businesses. Any company lucky enough to spot her should hire her on the spot!"

— **Kelly Hungerford**, *Digital Marketing, Communications and Community Director, Paper.li*, managed Cendrine at Paper.li

"Very rarely do I cross (cyberspace) paths with someone who's absolutely in tune with the implementing of social media marketing platforms like Cendrine Marrouat. One platform where she really shines is blogging and guest posting. Cendrine offers up her readers a plethora of resources, tips, and strategies on her blog, "Creative Ramblings". I'm very impressed with her extensive knowledge of event promotions. And I love her energy, enthusiasm, and persistence. Be sure to add Cendrine Marrouat to your social media connections!"

— **Melanie Kissell**, worked directly with Cendrine at Creative Ramblings

"Cendrine Marrouat, is for me, a mentor. She is diligent, intelligent, interesting, authentic and enthusiastic about life. She is an activists's activist. She is a writer's writer and a teacher's teacher. She is the very best I have met in two countries...her homeland or mine. I will and do often recommend her with certainty of a job well done. It is her life blood to have ink in her veins and hope in her heart."

— **Mary Helen Ferris**, worked directly with Cendrine at CendrineMarrouat.com

"I am very happy to write this recommendation for Cendrine Marrouat because as I have gotten to know her, read her content/articles/blogs and books, I have found solid skills in reporting, compiling information in a way that makes it swift and easy to understand the topic that she is presenting in her books and also her blogs."

She is clear, concise, authentic and precise in the content that she presents whether it is in digital format or in written format. I would highly recommend her e-book " The Little Big eBook on Blogging: 40 Traffic Generation Tips'!" as well as following her blog. This e-book will be a help clients that do not understand that engagement, content, and conversation are key to making a dent in the digital world-- it's not just about use with a blog but bits and pieces can be relevant to Facebook, Twitter, and other social media platforms. Cendrine makes it easy to implement as well- often the drawback in many "how to " books. If you are able to see her speak in person, I would recommend it. Unfortunately given that I am quite a distance from her, that's not been on my itinerary -- yet!"

— **Stevie Wilson**, was with another company when working with Cendrine at CendrineMarrouat.com

"Cendrine and I first met when she contributed articles to the Paper.li Community Blog, where I was Editor. She leads where others follow. She is highly professional, knowledgeable, generous, and sharp. She understands what people want to know or talk about, and she is always ahead of the game. Reading her blogs, journalism and updates leaves you feeling you have your finger on the pulse, AND as if you've just spent an hour with a good friend who is not only social, but creative and clever too. I hope I get to work with her again soon."

— **Liz Wilson**, was with another company when working with Cendrine at CendrineMarrouat.com

"I have watched Cendrine grow as a top notch communicator in many areas. She's keenly aware of the latest and greatest in the world of social media and brings a strong voice to many causes. Her poetry and other creative writing projects are also a joy to read. I would recommend Cendrine for bilingual writing and marketing projects."

— **Leanne Fournier**, was with another company when working with Cendrine at CendrineMarrouat.com

"Cendrine brings two very important elements into her writing; PASSION + PROFESSIONALISM. I have learned so much from Cendrine's relentless drive and desire to succeed, it is such an honor to be connected. This is a woman that never lets anything get her down. Simply amazing! Highly recommend Cendrine and her writing for any project you may be considering her for."

— **Stacey Stoddard**, worked directly with Cendrine at CendrineMarrouat.com

"Having had the pleasure of witnessing Cendrine's wonderful metamorphosis, I can say confidently that she is one of the most profound writers of modern times. Anyone who has been privileged enough to acquire Cendrine's works can appreciate how she uses language to heal and emote. Her words are therapy and insight to many. Praise Cendrine for lending her voice to the illustrious soundtrack of life!"

— **Dawn Mangham**, worked with Cendrine at CendrineMarrouat.com

"Are you looking to work with someone who is experienced with getting their feet dirty in the realm of social media and communications? Are you seeking someone to work with you in order to bring your business or organization into the future without the growing pains and uneasy feelings that change bring about? Are you looking for someone who is NOT thinking inside the box because the box just isn't what it used to be? Then trust me when I tell you that you are looking to work with Cendrine Marrouat. I don't give recommendations often but this woman deserves it due to her professionalism, her creative talent and her ever expanding vision of what can be possible."

— **Tracy Renee Jones**, was Cendrine's client

"Cendrine is a passionate author and outstanding woman. She believes in helping others who are also passionate about they're work. There aren't many authors out there like her."

— **Tim Miller**, was with another company when working with Cendrine at CendrineMarrouat.com

"Cendrine is one of the most approachable and thorough journalists I have had the pleasure of interacting with. I love the way she communicates her editorial needs and delivers impactful pieces which cover all the bases. Cendrine definitely goes the extra mile to deliver exceptional editorials and interviews, which in my opinion makes her an extremely valuable asset to any media company. I would recommend Cendrine, based on my professional experience with her work and my evaluation of her personality, spirit and work ethic, to any company she decided to grace with her presence. Jerry Doby Doby Communications, Inc."

— **Jerry Doby**, was with another company when working with Cendrine at Examiner.com

"There is much to be said about Cendrine Marrouat, but particularly she has proven to be an expert on developing effectively her social media brand. Her content does not only provide value for the masses, but her articles are able to spread like wildfires. On top of the professionalism, excellent copy she provides in every piece of writing she builds relationships with an undivided humor, and is able to leverage world class social media content. I recommend Cendrine for any company as she will exceed expectations and particularly where social media is concerned."

— **Anthony Carranza**, worked directly with Cendrine at Examiner.com

"We have been so fortunate to find Cendrine, she has become our 'go-to' person for artist interviews, reviews as well as English to French translation. It is a rarity to find someone so willing and available to help out new artists!"

— **Jenn Ashton**, worked directly with Cendrine at Examiner.com

"Cendrine is a creative, compassionate professional Journalist. We were interviewed by her earlier this year and she challenged us as a band and put together a very clear view of our music, our band and our social

justice work by keeping each separate but connected. I want her to write our next bio. I hope when we get to the level of being in ROLLINGSTONE she writes the story. Brian Cook Singer for Alt Rock Band WHY"

— **Brian Cook**, was with another company when working with Cendrine at Examiner.com

"Cendrine Marrouat is a multi-talented author, poet, translator and journalist whom I've had the pleasure of working with on several occasions. She has written pieces about me and had also helped me to proof some reviews I've written. Each time I've worked with her, it's been great as she is very honest and straightforward in her approach to her work in whatever format she is doing it in. She is rare in her field in that she has many specialties that she excels in and I highly recommend her for whatever writing needs you may have."

— **Natalie Brown**, was Cendrine's client

[Contact Cendrine on LinkedIn](#)