

neil tortorella

marketing consultant
writer / author
speaker



Presentations

Starting Your Career As A Freelance Web Designer

Low & No Cost Marketing: Tools, Tactics & Techniques for Success

Using Email Marketing to Grow Your Business

Using Social Media to Grow Your Business

Consultative Selling for Graphic Designers

Based in the Greater Fort Lauderdale, FL area, Neil Tortorella brings with him over 35 years experience as an award-winning graphic designer, writer and marketing consultant. He has operated his own design and marketing consulting practice, Tortorella Design, for over 25 years. Through Tortorella Design, Neil has worked with several Fortune 500, along with small to mid-sized companies, to develop pragmatic solutions to their communications challenges. His key strength is blending branding and marketing strategy with memorable visuals and copy to create a distinctive impression in the minds of his clients' audiences.

He is the author of *Starting Your Career As A Freelance Web Designer* and an avid writer on marketing topics for small business. His articles have appeared in *HOW Magazine*, a top graphic design trade publication and on numerous Websites.

Tortorella is featured in the book, *The Savvy Designer's Guide to Success*, by Jeff Fisher, published by HOW Design Books and in *Creatively Self Employed*, by Kristen Fisher. He is also featured in *Design Matters: Portfolios*, by Maura Keller, published by Rockport Publishers. His work, thoughts and insights have been featured in Pitney Bowes' *Priorities Magazine* and *HOW Magazine*.

Neil's presentations are packed with real world information that attendees can use the next day to help build their businesses without breaking the bank.

"Neil, thank you very much! Everyone loved your Low & Now Cost Marketing presentation! Great info and marketing tips! So many ideas in my head now! plan the work and work the plan."
Vanessa Montes, Organizer, South Florida Freelance Network

I'm a designer/creative at heart and the thought of sales has always scared me. After attending your session, I feel like I have a much better grasp on how to approach sales, especially since I don't think of it as traditional sales.
Tad Dobbs, Creative Squall

"I just wanted to send you a email to thank you for the great session on Consultative Selling for Graphic Designers. As the owner of a new branding firm, I found much of the information that you provided extraordinarily helpful and inspiring.

I got your business card after your session on Consultative Selling for Graphic Designers at the 2009 HOW Conference. It was one of the most helpful sessions to me and I talk about being a consultative designer to all of my new clients now and they love it! "
Shala W. Graham, SW Creatives, LLC

**For more information, visit neiltortorella.com
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