

---

## BIOGRAPHICAL SKETCH/CV

---

**Deltina Hay**  
**CEO, Social Media Power**  
**CEO, Dalton Publishing, Austin, TX 78767**  
**CEO and Developer, PlumbSocial.com**  
**Office: (512) 567-4955 Email: [deltina@socialmediapower.com](mailto:deltina@socialmediapower.com)**

### EDUCATION & TRAINING

**M.A.**, Counseling Psychology, St. Edward's University, Austin, TX. GPA: 4.0 (2006)

**ABT M.S.**, Applied Mathematics/Computer Science, Oregon State University, GPA: 3.7 (1994)

**B.S.**, Management Information Systems, University of Alaska. Juneau, AK. GPA: 3.8 (1987)

### RESEARCH & PROFESSIONAL EXPERIENCE

- **Research Assistant**, Oregon State University (1992 to 1994). Under a National Science Foundation grant, worked with the Department of Ocean Engineering to help research the motion of water in the presence of a large body using Fredholm integral equations and nonlinear analysis.
- **Owner/Developer**, Eclectic Business & Computer Services (1990-2006). Offered accounting services, database management, custom software development, Web development, technical support, software support, and training. Clients included many small to medium sized businesses, and a few government agencies in Oregon and Texas.
- **Programmer/Database Manager/Online Consumer Panel Developer**, On Your Mark (2003 to Present). Since 2003, have been developing online consumer panels for the clients of On Your Mark, a firm that markets exclusively to women. These customized, online panels give On Your Mark the chance to ask questions in progression, which allows women to delve deeply into a subject over time (panels are maintained for a minimum of 12 months). The panels are carefully selected by On Your Mark to reflect specific target markets for each client. These panels are developed using any number of open-source forum and social networking platforms, alongside database driven surveys matched to specific demographic data. Panels have been developed for many On Your Mark clients, including, but not limited to, Nestle Toll House, Real Simple Magazine, Carter's, OshKosh, and American Greetings.
- **Owner/Social Media Consultant/Web 2.0 Developer**, Social Media Power & PlumbSocial.com, (2006 to Present). Focusing development efforts on Plumb Social, a turnkey social media and search engine optimized Website service that integrates social accounts and blogging directly into customized, WordPress powered Websites – thus creating an complete, optimized, integrated Social Web presence for the client. Social Media Power is an educational resource for social media, Web 2.0, and Web 3.0 tools and technologies, as well as an outlet for consulting and development services.
- **Contributing Editor**, SocialMedia.biz, SocialMediaPower.com, SocialMediopolis.com, Examiner.com (as the Austin Web 2.0 Examiner) (2007 to Present)

### PUBLICATIONS/PRESENTATIONS

1. Hay, Deltina. [A Step-by-Step Guide to Social Media Marketing and Web 2.0 Optimization](#). Austin: Wiggy Press, 2008.

2. ---. A Survival Guide to Social Media and Web 2.0 Optimization: Strategies, Tactics, and Tools for Succeeding in the Social Web. First Edition. Austin: Wiggy Press, 2009.
3. ---. A Survival Guide to Social Media and Web 2.0 Optimization: Strategies, Tactics, and Tools for Succeeding in the Social Web. Second Edition. Austin: Wiggy Press, 2010.
4. ---. A Survival Guide to Web 3.0: The Semantic Web and the Cloud (working title). Austin: Wiggy Press (bidding against other publishers), 2011
5. ---. The Digital Publishing Handbook: Preparing, Selling, and Promoting Information in the True Digital Age (working title). Austin: Wiggy Press, 2012.
6. Hay, Deltina. "Why You Should Build a Social Media Newsroom, and What to Put in It", The Independent, November, 2007.
7. ---. "Web 2.0 and Social Media: A Practical Guide to the New, Live Web, Part 1: Achieving Interactivity", The Independent, December, 2007.
8. ---. "Web 2.0 and Social Media: A Practical Guide to the New, Live Web, Part 2: Sharing", The Independent, January, 2008.
9. ---. "Web 2.0 and Social Media: A Practical Guide to the New, Live Web, Part 3: Collaboration", The Independent, February, 2008.
10. ---. "Build an Impressive Social Networking Presence", The Independent, August, 2008.
11. ---. "Streamlining Your Presence in the Social Web", The Independent, January, 2009.
12. ---. "Preparing Your Content Now for Web 3.0: The Semantic Web", The Independent, January, 2010.
13. Hay, Deltina. Creating and Using Social Media Newsrooms, Publisher's Association of the South's Winter Conclave, Nashville, February, 2008.
14. ---. Presentation on Social Media for Authors, Writer's League of Texas' Editors and Agents Conference, Austin, May, 2008.
15. ---. Integrating Your Social Web Presence, Pacific Northwest Bookseller's Association, Portland, September, 2008.
16. ---. Building an Optimized Social Web Presence, IBPA's Publishing University (During Book Expo America), New York City, May, 2009.
17. ---. Using Social Media in Disaster Relief, Annual Voluntary Organizations Active in Disaster Conference, Austin, June, 2009.
18. ---. Social Media Optimization for Small Business, BiGAUSTIN's (Small Business Administration) Women's Business Center Conversations, Austin, July, 2009.
19. ---. Four Hour Course on Optimizing Social Media for Nonprofits, Certificate in Nonprofit Leadership and Management (Offered by Texas Association of Nonprofit Organizations), Austin, October, 2009.
20. ---. Building a WordPress Powered Website, Nonprofit Bar Camp, Austin, November, 2009.
21. ---. Social Media for Nonprofit Organizations, Governor's Nonprofit Leadership Conference, Dallas, December, 2009.
22. add bar camp and austin free net

#### **SYNDICATED ARTICLES\***

1. Hay, Deltina. "Streamlining Your Social Web Presence in 6 Steps"
2. ---. "Social Media News Releases Explained"
3. ---. "What are Purpose-Built del.icio.us Pages, and How are They Used?"
4. ---. "How to Build a Web 2.0 and Social Media Optimized site Using WordPress"
5. ---. "Social Media Newsrooms: The Ultimate Web 2.0 Tool for Your Business"
6. ---. "How to Use Social Media Tools to Achieve Web 2.0 Optimization"

7. ---. “How to Build an Impressive Social Networking Presence, Beginning with Facebook”
8. ---. “Preparing Your Content Now for Web 3.0: The Semantic Web” (submitted)

**\*Syndicated to (a select list/not limited to):** SiteProNews, AlphaTech5, SocialMedia.biz, TyBeeGuy, Facebookboost, Readerviews, HomeBasedBusinessPlan, Egov.vic.gov.au, OnlineMarketingUpdates, EzineArticles, SEORevue.com.au, InteractiveInsightsGroup, MLMCollege.net, HyperLocalEdge, HotWPThemes.com, TectaoDesigns.com, BloggingAuthors, The SPAN Connection