

SPEAKER PROFILE

Joanne Sweeney-Burke

AUTHOR | ENTREPRENEUR | MENTOR | MOTIVATOR | SPEAKER | TRAINER



I am a former Journalist, PR Lecturer and CEO in various corporate roles. I have 14 years experience in media and business communications.

I am the founder, lead trainer and strategist at **Digital Training Institute**. My blog was named one of Ireland's top marketing blogs in Ireland by US-based website Search Engine Journal. I am co-founder of EdTech startup **Webiket**. I am a published author -

'Social Media Under Investigation, Law Enforcement and the Social Web' - takes a forensic look at how police forces use social media.

I am a regular guest speaker at national and international conferences including the 2015 SMILE (social media, the Internet and law enforcement) conference in Phoenix, Arizona. I speak on a range of subjects including social media, cyber bullying, police and social media, online reputation, digital marketing, the importance of education, business and motivational addresses. I have a dedicated blog on the subject of social media and law enforcement and am at beta trial of an online school for police officers called LEO.

I hold 10 academic and professional qualifications including, a Masters Degree in Digital Marketing and a Masters Degree in Journalism. I am a regular guest speaker and media contributor. I hold a train the trainer qualification and a mentor qualification. I am a former finalist in the TV Show, The Apprentice.

I also blog at joannesweeneyburke.ie and lawenforcementobserver.com.



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