

# KATE TALBOT

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I run my own consulting firm based in Silicon Valley partnering with early-stage startups and venture capital firms. My expertise includes social media strategy, executive thought leadership, content marketing, PR, and community building.

## Social Media Expert Witness

April 2018 - Present

Crafted motions and testified in depositions and trials

- Dodds (Emery Celli Brinckerhoff Abady Ward & Maazel LLP) vs. Live Nation
  - Expert in Snapchat
- Yvette Cabral Sullivan vs Fiba Technologies Inc. (O'Hagan Meyer, PLLC)
  - Expert in Snapchat
- Commonwealth of Pennsylvania v. Holly Dawn Metzler (Thomas M. Dickey Law Offices, P.C)
  - Expert in Snapchat
- (Knobbe Martins) Masimo Corporation vs. Apple
  - Expert in YouTube
- (Fish & Richardson) Apple
  - Expert in YouTube
- (Fish & Richardson) Zhejiang Lingdi Digital Technology Co., Ltd vs. CLO Virtual Fashion Inc.
  - Expert in YouTube
- (Fish & Richardson) Curtis Industries, LLC
  - Expert in YouTube
- (Leydig, Voit & Mayer, Ltd.) 3D Diagnostix, Inc.
  - Expert in YouTube
- 10PM vs. Patil et al. (Seyfarth Shaw)
  - Expert in Snapchat
- Cuba Libre Orlando, LLC (Wicker Smith) vs. Ludmila Khomiak
  - Expert in Instagram

## Plexo Capital | Head of Marketing & Platform

November 2019 - January 2023

- Launched and built out the Plexo Capital brand including managing social media, thought leadership, PR strategy and execution, website, email marketing, and speaking opportunities
- Executed a viral thought leadership piece by Lo Toney, [“I am VC but still a Black man in America”](#) during Summer 2020, which led to inbound capital of \$20 million from Alphabet, press in TechCrunch, CNBC, The Information, 1.1 million Twitter impressions, Lo featured on LinkedIn’s “Black Voices to Amplify” and becoming a LinkedIn influencer going from 5k followers to 123k+, and receiving the National Venture Capital Association DE+I Impact award
- Built strong relationships with tech and VC press for funding announcements, partnerships, and relevant trend insights. Received features in Fortune, Forbes, Axios, 20VC, and CNBC - as Lo became a regular paid contributor

## GPx Emerging Fund Manager Accelerator | Head of Program

June 2021 - January 2023

- Managed the GPx education platform crafting more than 30 video pieces of educational content with industry leaders, ran the curated cohort including monthly meetings discussing forming a fund, raising a fund, and managing a fund, and provided 1:1 marketing consulting for fund managers
- Raised \$300,000 for the program from grants from The Ford Foundation and sponsorship capital from SVB
- Garnered media features in TechCrunch and Venture Capital Journal
- Produced extensive virtual summits where fund managers pitched to LPs to receive capital

- Featured alums: Serena Ventures, Rarebreed, Coyote Ventures, Collide Capital, Boom Capital, Red Bike

#### Salesforce Ventures | Social Media, The Cloud 100

June 2021 - September 2021

- Social media lead strategist for all pre-event, event, and post-event social media content for The Cloud 100
- Crafted over 70 pieces of content including writing the social media copy, creating the designs, and providing editorial feedback on the video content for the social media channels
- Provided data analytics and strategic advice for The Cloud 100 brand moving forward

#### Flybridge | Marketing Consultant

May 2020 - January 2021

- Partnered closely with general partner and Harvard Business School lecturer, Jeff Busgang, to launch his “Community Playbook eBook,” debut the Busgang Bullets LinkedIn Newsletter to now more than 11,000 subscribers, and grow his LinkedIn following to more than 25k followers with engaging LinkedIn Live videos and written content
- Key communications partner in the launch of The Community Fund with Jesse Middleton and Lolita Taub - leading to more than 450 applicants applying for the 11 partner spots in the fund
- Ran social media and press for the brand accounts of Flybridge, XFactor, The Community Fund, and Graduate Syndicate leading to features in TechCrunch, Forbes, and Strictly VC

#### Additional Clients

- **Venture Capital:** Fiat Ventures. L’attitude Ventures. Volvo Cars Tech Fund. Cuatro Capital
- **Finance:** GreenDot Bank. SeedInvest. Girls Who Invest. Kiva
- **Education:** Digital Marketing Institute. Creative Live. AlwaysHired. MarketerHire
- **Influencer Marketing:** Soldsie. Captiv8. AspireIQ. Ziba Beauty
- **Mobile:** Dote. GIST. Didja Clippit. BTV
- **B2B:** Casetext. LiveRamp. Vidder. TCGen Consulting. SplashThat. Checkr.
- **Brand:** Virgin America

#### Startup Mentor

- 500 Startups, Runway Innovation Hub, Lundbeck Foundation, Halo Incubator, Founders Embassy

#### Marketing Industry Expert

- [Forbes Columnist](#): Interviewed Sir Richard Branson, Maria Shriver, Ninja, Debra Messing + more
- [Author](#): “Oh Snap! You Can Use Snapchat For Business,” #1 on Amazon, IBM Book of the Month and key columnist for Social Media Examiner
- [Event Speaker](#): Sony Latin America, Social Media Marketing World, RampUp, Agora.io, PR Ragan
- [Featured](#) on CNN, NBC News, BBC, NPR, Nasdaq, HuffingtonPost, iHeart Radio, Venturebeat

## EDUCATION

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UNIVERSITY OF SAN FRANCISCO  
Masters of Business Administration

San Francisco, CA | May 2012

UNIVERSITY OF CALIFORNIA AT SAN DIEGO  
Bachelor of Arts in Communications, Provost Honors

La Jolla, CA | June 2006