SPEAKING WITH CANDOR. LEAVING WITH A NEXT STEP.

Carrie Copley, PhD

Speaker. Strategist. Marketing leader.
West Virginia roots. A practical way forward.



SIGNATURE KEYNOTE

Move Your Feet

You don’t need the whole plan. You need the next move.

When life changes the plan, standing still can feel like the safest option. Carrie brings lived experience, candor, and humor to starting from where you are and moving forward before you have every answer.

NAME IT. CLAIM IT. MOVE.

- Name what is ending and what comes with you.
- Carry the lessons forward without letting them keep you stuck.
- Choose one concrete next step before you have the whole plan.

ALSO AVAILABLE

When the Story Gets Away From You

Reputation & crisis communication

Respond with credibility.
Connect words to actions
that rebuild trust.

Good Work Doesn’t Market Itself

Brand & creative strategy

Find your differentiation.
Give people a reason to care.
Connect creative to purpose.

Too Many Hats. One Working Brain.

Practical AI for busy teams

Choose useful AI tasks.
Build repeatable workflows.
Keep judgment in charge.

Carrie brings 20+ years in marketing and communications, business ownership, and a PhD focused on crisis communication and image repair. Her work spans legal services, healthcare, hospitality, gaming, education, travel, and small business.

BOOK CARRIE **bookcarriecopley@gmail.com**

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“Carrie brings strategic thinking, professionalism, creativity, and a collaborative approach to every project.”

Tim Post • Pittsburgh Steelers
Professional recommendation