



### **Geek Goddess of Online Empires**

Alicia Rittenhouse is a marketing maven and tech whiz who teams up with women entrepreneurs to grow their online empires. She uses social media savvy and promotional power to establish a strong online presence and help entrepreneurs build buzz in their businesses.

# *Alicia Rittenhouse*

est. 2004

### **History of an empire**

Alicia's empire wasn't built in a day. She entered the entrepreneurial world only after holding several corporate jobs, during which her creative spirit felt trapped in the cubicle. As the U.S. fell deeper into the recession, Alicia found it especially difficult to make a name for herself with hundreds of other applications vying for the same opportunities.

By age 24, she knew it was time to make her way out. Interestingly enough, the paperless work environment and technology training from her first corporate job paved the way for her new venture, and also sparked a passion.

Premier training school AssistU hand-selected Alicia from a pool of experienced administrative assistants to complete their Virtual Training Program. She then began her virtual assistant practice in 2004 and observed great success in helping entrepreneurs grow their businesses.

Simultaneously, she noticed an area of lacking in the field of women entrepreneurship and wanted to help. Combining her business background, techie training and pumped up persona into a unique service, the Geek Goddess of Online Empires was born.

Now, Alicia helps women entrepreneurs grow their audience and exposure so they can launch their brands in a big way. She works with women who see growth in their online businesses, but are hitting the proverbial ceiling and aren't sure of what steps to take to get to the next level.

She has helped entrepreneurs reach six-figure levels using social media and has helped hundreds more with basic tips and tools. She has worked extensively with clients in the U.S. to customize online business overhaul strategies, but has also reached entrepreneurs across the globe through her expansive social network.

Alicia's social media savvy landed her a speaking spot in July 2011 at Tory Johnson's second annual Spark & Hustle conference series for current and aspiring business owners. Alicia is currently working to propel the Geek Goddess from best-kept secret to household name.

### **Speaking topics**

Creating buzz in your business using social media;  
Key ingredients to create a successful online presence;  
Mastering LinkedIn for your business; How a VA can grow your business