

# Cheryl Waller

Internet Marketing Consultant and Social Media Expert

cheryl@cherylwaller.com

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## Experience

### **Marketing Consultant at Cheryl Waller**

June 2009 - Present (2 years)

*20 recommendations available upon request*

### **National Marketing Manager at Real Tour Vision**

January 2008 - June 2009 (1 year 6 months)

*57 recommendations available upon request*

### **Owner at Rock Pointe Marketing**

November 2006 - January 2008 (1 year 3 months)

### **Owner at Volusia 360 LLC**

November 2004 - September 2007 (2 years 11 months)

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## 77 people have recommended Cheryl

"Cheryl has great ideas and has the knowledge and ability to put those ideas into actions. I highly recommend her!!!"

— **Otto Strunk**, was Cheryl's client

"Good professional experience. I recommend her."

— **Santiago Arvizu**, was Cheryl's client

"Cheryl Waller brings new meaning to "exceeding one's expectations." Her knowledge and capability with blogs, websites and social media coupled with her creative ability, results with a final product beyond outstanding. Cheryl is extremely talented, but what truly impressed me the most-- she delivers so much more than what's expected!! I highly recommend Cheryl Waller, she's the bomb!! Agi Anderson, ePro Advisor ePro Virtual Real Estate Team"

— **Agi Anderson, ePro Advisor**, was Cheryl's client

"Cheryl has proven to know exactly what I need and is able to provide results before the project is completed. She continues to add creative marketing to my scrambled internet presents. I am confident that soon she will have my total internet presents at the top of the pages of Google, Yahoo and dozens of other search engines to increase my bottom line and productivity. Keep up the great work Cheryl!"

— **Gary Rossignol, Rock-n-Roll Real Estate Agent**, was Cheryl's client

"Cheryl is great to work with...everything she does is so creative and I love it. She has done fan pages and websites and everything for me! I will keep working with her and hope you do to...She is the BEST! Take a look at what she is working on now for me. [Http://www.americasbestagents.net](http://www.americasbestagents.net)."

— **Ginny Lee, Realtor, CRS, ABA, Naples, Florida**, was Cheryl's client

"Cheryl Waller is a tremendous resource for any professional that wants to increase their marketing presence through social networking and search engine optimization of blogs, websites, etc. Her knowledge, advice and creativity will propel your business if you impliment her suggestions and hire

her to create business website pages for you. I have been on page 1 of a Google Search for my key words for the last two months and she gets the credit for helping me to get there!!. Great person, great ideas, great value!!"

— **Laurie Lavine**, was Cheryl's client

"I don't know of any other person I could so glowingly recommend as such an invaluable resource in the field of developing one's social media marketing profile. The breadth and depth of her areas of expertise are extremely impressive and she manages to structure the project as a manageable progression."

— **Angela Johnson**, was Cheryl's client

"Cherly is a great person to work with, I have worked with her on a few occasion and plan to have her do more work for all 5 of our companies. She is very easy to get a long with and is very hands on. Thanks Cherly Syd"

— **Sydney Chase Sr**, was Cheryl's client

"We turned to Cheryl for a custom FaceBook tab for a client. She quickly understood the objectives, helped improve the design, let us know what changes were afoot with FaceBook, and delivered a better-than-we-expected project, on time and on budget! We're eager to use her services again."

— **Rick Christ**, was Cheryl's client

"I met Cheryl over the internet. She responded immediately to what I needed. She put up a great custom facebook page for my attorney business page. She also volunteered other things to do to help me with social media marketing. I expect to have a long term relationship with her and highly recommend her marketing expertise"

— **Anthony Castelli | Attorney**, was Cheryl's client

"Cheryl comes highly recommended, always gets back to me promptly, great communication!"

— **Darryl Hill**, was Cheryl's client

"I've had the pleasure of working with Cheryl through my association with Real Tour Vision and recently I hired her to help me with my Facebook page. She is an expert in Social Media and a her Facebook fan pages are a cut above. She took my vision and made it a reality. She brings professionalism, expertise, and a wealth of knowledge to all she does."

— **Avril Anjers**, was Cheryl's client

"Cheryl is certainly the "digital diva," of online marketing from Facebook fan pages to helping her clients understand how to make sense of the "blogosphere." Her "can do," attitude is certainly

refreshing. And she knows her stuff. Really. Tenacious and hard working -- we have hired Cheryl several times and we will do so again in the future. \*\*\*\*\* Five Stars. Highly recommended."

— **Bart Wilson**, was Cheryl's client

"If you are needing a virtual assistant, Cheryl is the person for you! She constructed my webpage on facebook and did a great job. Cheryl has many good ideas and is always willing to listen to my many challenges on the web. She is in tune with networking on the social networks and on the web as well. I highly recomend Cheryl for any of your marketing needs. David Hagler, McGraw REALTORS®"

— **David Hagler**, was Cheryl's client

"Cheryl created my Facebook Fan Page. She did a terrific job and designed it just the way I requested. Cheryl is very knowledgeable on Internet marketing, Web design, and a SEO expert. Cheryl is very fast, friendly, and reliable."

— **John Cobb**, was Cheryl's client

"It was great to work with Cheryl on my team's Facebook page. We had some trouble in the beginning with our local rep, but Cheryl was able to step in and work it all out in a professional manner - giving me lots of options. Thanks Cheryl."

— **Jennifer Young**, was Cheryl's client

"Cheryl did a great job setting up my Facebook Fan page and intergrating it with my Blog. She really knows her stuff! I would recommend her to anyone."

— **Larry Kientz**, was Cheryl's client

"I have hired many people in my 18 years being on the internet to do special type works and found that none can hold the level of Cheryl she is very good at what she does when it comes to anything about blogging and copy and creativity. I would highly reccomend her for anything dealing with interent marketing she is very fast and excellent communication and very dedicated i am highly inpressed and i am a very picky detail oriented client and anyone can contact me for a verbal reference. Troy Williams 615-449-6224 support@verified-safe.com"

— **Troy Williams**, was Cheryl's client

"Cheryl is a great resource when looking to have a web site or social media site built from scratch, or even consulting with you to explain what changes need to be made for maximum success. She really impressed me with her out-of-the-box ideas and creativity. If you are looking for a reliable individual who is an expert in her field, Cheryl Waller  
begin\_of\_the\_skype\_highlighting end\_of\_the\_skype\_highlighting comes to the table with all the

tools."

— **Eric Rosen**, was Cheryl's client

"Cheryl is 100% on the ball 24/7. You will get phone calls and e-mails when most people are sleeping. She is very connected and task oriented. If she says it will be done then it will be done and it will be done when she says it will be done. She is very creative and will take you in the direction that you want to go as long as you are creative too. I recommend her to anybody who wants to take their web sites and marketing to the next level."

— **Tison King**, was Cheryl's client

"Cheryl is an extremely knowledgeable person in marketing, especially in the area of internet. She is positive and proactive. Her abilities would be a plus for any company to have on board."

— **James Hoback**, *Owner, L'oeil L' esprit*, worked with Cheryl at Real Tour Vision

"Cheryl is very concerned about time and deadlines and reminds the client of the same. She is very professional and I would recommend her to anyone!"

— **Tim Owens**, was Cheryl's client

"I'm constantly being bombarded with online offers to increase traffic to my website and usually there is some form of scam involved. Cheryl has taught me more about SEO and Social Networking than any of these internet companies could possibly teach; and I'm quite certain, saved me a ton of money! She's been a tremendous asset to me, Real Tour Vision, and I'm sure to all the other dealers. Thanks again Cheryl for being there for us."

— **James Rector**, *Owner, Image 360 Virtual Tours*, was with another company when working with Cheryl at Real Tour Vision

"Cheryl works hard and is very consistent in her duties."

— **Debera Keith-DeBoer**, *Owner, Virtual Tours by Guardian*, was with another company when working with Cheryl at Real Tour Vision

"Cheryl never stops working for her clients. As the marketing director at Real Tour Vision, she goes well beyond the call of duty, always focused on how she can improve a client's business, teach her clients new directions, and encourage more from them. This is a person whose talents I truly appreciate."

— **Mike Willett**, was Cheryl's client

"Cheryl has been an incredible asset to team RTV. She knows how to go the extra mile to get things done and has forever changed the way our network thinks about marketing their property

marketing firm. Thanks Cheryl Jason"

— **Jason LaVanture**, *VP and Founder, Real Tour Vision*, managed Cheryl at Real Tour Vision

"Top notch with great marketing ideas!"

— **John Varnedore**, *Owner, Impact 360 Media*, was with another company when working with Cheryl at Real Tour Vision

"I recommend Cheryl, because of her outstanding ability to "Get It Done!!!"

— **Brian Castro**, *Affiliate, Real Tour Vision*, worked directly with Cheryl at Real Tour Vision

"Cheryl is an incredible teacher/trainer. Her marketing expertise is Nationally recognized and she is one of the most detail oriented people I have ever worked with. She truly cares about her job and her clientle"

— **Dave Morehead**, was Cheryl's client

"Cheryl is a fantastic marketer. Her creative thought process takes her ideas to new levels -> streaming past average marketing strategies."

— **Alex Saenger**, *President, BakerB Solutions, LLC*, was with another company when working with Cheryl at Real Tour Vision

"Cheryl is a huge asset to the real tour vision team. she has provided the team with a great deal of information to get us in the right direction. Cheryl and her superior marketing techniques have helped boost my exposure and sharpen my skills with my business. thanks for sharing your expertise!"

— **Paul Goodman**, *Owner, Goodman Photography*, worked directly with Cheryl at Real Tour Vision

"Cheryl is an outstanding marketing professional that shares with us all of her knowledge helping us achieve our goals in our field of business."

— **Gabriel Duque**, *Owner, Virtual Florida Tours*, was with another company when working with Cheryl at Real Tour Vision

"In my experience with Cheryl she is driven and intelligent. She has a command of marketing that extends past the traditional to the new and ever-changing world of the internet. It has enriched my personal and professional life by being associated with her. In addition to her marketing skills she also has a very funny personality that is compelling."

— **Melanie Powers**, *Owner, Powerhouse Tours*, worked directly with Cheryl at Real Tour Vision

"Cheryl has been a great resource for both my clients and myself. She has been very instrumental

in helping Listing Solutions build our web presence. I would highly recommend her. Thanks Cheryl."

— **Dave Hall**, *Marketing Director/Vice President, Listing Solutions, Inc.*, worked with Cheryl at Real Tour Vision

"Cheryl is an amazing marketer and truly understands what it takes to "stand apart from the pack" online."

— **Lawrence McBride**, *Owner, Virtually There Media*, worked directly with Cheryl at Real Tour Vision

"During my association with Cheryl, she has worked hard to provide marketing ideas and resources for my virtual tour company. She is an expert in her field, she knows marketing and how to apply it to the virtual tour industry. Two thumbs UP!"

— **Brett Weaver**, was Cheryl's client

"Cheryl is a valuable source of networking, marketing, and business website effectiveness information for me as an RTV business partner."

— **David Dove**, *Owner, David Dove Photography*, was with another company when working with Cheryl at Real Tour Vision

"Cheryl is an awesome resource for marketing questions on virtual tours."

— **Severine Huchet**, *Owner, Lawrence Virtual Tour*, was with another company when working with Cheryl at Real Tour Vision

"I have recommended Cheryl's previous company Volusia 360 to several of my Realtor clients. Each of them were extremely pleased with the level of service and the virtual tour. I know that no matter what Cheryl does, she gives it her all."

— **Michelle Spalding**, was Cheryl's client

"Cheryl is a magician with marketing virtual tours. I am amazed at her programs and ideas. Here at Virtual Tours Company .com (<http://www.virtualtourscompany.com>) her programs have helped us grow."

— **George Sheldon**, *Owner, George Sheldon*, worked directly with Cheryl at Real Tour Vision

"Cheryl is very professional as the marketing manager at Real Tour Vision. She has lots of marketing knowledge and has helped me in my pursue of raking my website in the top of the search engines."

— **Claudia Jaramillo**, *Owner, Perfect Image*, reported to Cheryl at Real Tour Vision

"Cheryl has great marketing strategies that have been increasing my business' visibility and bottom-line!"

— **Cree Quaker**, was Cheryl's client

"Cheryl has provided me with excellent marketing material. Some of her ideas were just what I needed to get my company off on the right track. Thanks for everything Cheryl and keep up the good work."

— **Renard Johnson**, *Owner, Creative Realty Solutions, LLC*, was with another company when working with Cheryl at Real Tour Vision

"Cheryl is a joy to deal with and is prompt in her responses."

— **Beth Pauvlinch**, *Owner, Impressive Virtual Tours, Inc.*, worked directly with Cheryl at Real Tour Vision

"Cheryl is very knowledgeable in Internet marketing and provides a valuable service to people looking to advertise on the Internet and gain exposure for their business. My website traffic and leads have improved since working with Cheryl."

— **John Cobb**, *Realtor, Coldwell Banker Real Estate*, was with another company when working with Cheryl at Real Tour Vision

"Cheryl is great! Her "out-of-the-box" marketing strategies have proven to be very effective. We have enjoyed working with her and are anticipating her future ideas will be as effective as those she has already presented."

— **Gary & Rebecca Bolda**, *Virtual Tour Provider, Ark-La-Tex Virtual Tours*, worked directly with Cheryl at Real Tour Vision

"Cheryl is on top of her game !!!! You go girl!!!!"

— **E.J. Domingue, Jr.**, was Cheryl's client

"Working with Cheryl is truly a joy. She is very personable and delivers outstanding results. Her innovative ideas are truly unique and generate a ringing phone at the business address. The value of her services cannot be overstated. While most of us lack the creativity to create eye catching and get the markets attention, Cheryl's abilities make her the leader in the Marketing industry. I have worked with her in the past several times and will continue to use her services in the future. I recommend her Highly!"

— **Keith Frank**, was Cheryl's client

"When Cheryl joined RTV as National Marketing Director, she brought energy, enthusiasm, and

leadership to the position. Her knowledge of the internet, which she quickly shared with RTV Full Service Dealers, has helped improve our web presence. We value her support, insights, and experience."

— **Kathy Dove**, *Co-Owner, David Dove Photography*, was with another company when working with Cheryl at Real Tour Vision

"Help's me with all the things that I need for my end of the business."

— **Alan Grochowski**, *Owner, Aurora Lighting LLC*, was with another company when working with Cheryl at Real Tour Vision

"Cheryl is an incredible asset to Real Tour Vision as well as the network of dealers. Her ideas and assistance keep us all at the top of our game! We are lucky to have her as part of our team!"

— **Vikki Granger**, *Owner, Insight 360 Tours*, worked with Cheryl at Real Tour Vision

"Cheryl does a great job developing marketing ideas. She stays in contact and passes information along on a timely basis."

— **Charlie Nichols**, was Cheryl's client

"Cheryl's experience at Volusia 360 combined with her marketing expertise has uniquely positioned her as RTV's National Marketing Manager. I value the techniques and insights she brings to the table and am convinced my company's bottom line will benefit from implementing her recommendations."

— **Patricia Edmonds**, was Cheryl's client

"Cheryl is an effervescent, proactive achiever who is willing to share her knowledge with others. Her willingness to help others improve and learn is matched by her ability to communicate clearly and effectively. It is indeed a pleasure to work with her in any capacity."

— **Christine Kuhn**, *Owner, Key Solutions*, worked directly with Cheryl at Real Tour Vision

"Cheryl Waller has been a big support to my company. Her "Precision Marketing System", marketing tools, and tips have pointed us in the right direction. We now have an effective marketing plan. As National Marketing Manager, Cheryl is utilizing her advanced, state-of-the-art marketing techniques and knowledge to promote Real Tour Vision, its Full Service Dealer Network and Affiliates. She's playing a vital role in the rapid growth of Real Tour Vision. We're fortunate to have Cheryl Waller as a part of Real Tour Vision Management. Beulah Parker Indunet Solutions Virtual Tours Authorized Full Service Dealer of Real Tour Vision"

— **Beulah Parker**, *360° Virtual Tours and Digital Photography, Indunet Solutions Virtual Tours*, was with another company when working with Cheryl at Real Tour Vision

"Cheryl is very knowledgeable in marketing and has given us great ideas for promoting our business. She is very thorough and prompt in her replies and help."

— **Debra Higgins**, *Owner, Four Seasons Virtual Assistance*, was with another company when working with Cheryl at Real Tour Vision

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— **Roberto Dangond**, was Cheryl's client

"Cheryl has proven to be a great asset to the Real Tour Vision community and has proven herself a leader in marketing."

— **Lance Ziegler**, was Cheryl's client

"Cheryl deserves all seven attributes checked. (She's the best)."

— **Travis Williams**, was Cheryl's client

"Cheryl is a highly skilled marketing consultant. She has been invaluable to me and my business."

— **Elvin Clark**, was Cheryl's client

"Cheryl works as a resource for me to improve web exposure for my company - Found It! Virtual Tours. I'm finding her research and her skills of communication invaluable to me and my business."

— **Elvin Clark**, *Owner/President, Found It! Virtual Tours*, worked directly with Cheryl at Real Tour Vision

"Cheryl has been very instrumental in the way that I market our company. Her help has been invaluable and I would highly recommend her services to anyone attempting to gain a competitive edge."

— **Dave Hall**, *Marketing Director/Vice President, Listing Solutions, Inc.*, was with another company when working with Cheryl at Real Tour Vision

"Cheryl is someone who gets right to a task. As Marketing Director for RTV, she is diligent in helping us meet our company's needs in a timely and efficient manner. She is great to work with."

— **Gordon Barbosa**, *Owner, Barbosa Video Services*, worked directly with Cheryl at Real Tour Vision

"I have worked with Cheryl on and off for a few months now since becoming a Full Service Deal for Real Tour vision. Her ideas and professionalism are top notch."

— **Sean Turnan**, *Owner, Alterna Virtual Tours*, worked with Cheryl at Real Tour Vision

"Cheryl is very much an "in charge" and "get things done" type of person. She is also very organized and detail oriented."

— **Dianne Kleimola**, *Owner, Sneek Peek Tours, LLC*, worked indirectly for Cheryl at Real Tour Vision

"Cheryl is absolutely amazing! This woman takes a project by the horns and literally runs with it! She has the ability to think outside the box and push the limits. She exceeds any expectations that you could imagine and gives 150%, taking time to personally connect and involve everyone that she comes in contact with. Thank you Cheryl for being such a great inspiration, teacher and mentor."

— **Karisma Olson**, *Realtor, Reece and Nichols*, was with another company when working with Cheryl at Real Tour Vision

"Cheryl is talented and knows her job very well. She has very good convincing capabilities and is committed towards her work."

— **Srinivas Kopalle**, *Manager, SITI Corparation*, was with another company when working with Cheryl at Real Tour Vision

"Since my husband and I started our Virtual Tour business we have been extremely pleased with the support and professionalism Cheryl has shown as National Marketing Manager. She is always coming up with great ideas to expand our business. Many dealers at Real Tour Vision are new to internet marketing and she makes it much easier to do our job with various training programs. Cheryl leads by example. Her success in her own business has led to where she is now,so we can be assured her recommendations work in the real world. Thanks, Cheryl for all that you do! Lisa Castro Owner Pro360 Virtual Tours and Photography [www.pro360virtualtours.com](http://www.pro360virtualtours.com)"

— **Lisa Castro**, *Owner, Pro360 Virtual Tours and Photography*, was with another company when working with Cheryl at Real Tour Vision

"I have used the advertising campaigns, flyers, and web content provided by Cheryl for my virtual tour company, Home Tours of Oklahoma. I have found her work to be creative and relevant, and have had good results with the ad campaigns. Her creativity and knowlege have helped with the successful launch of my own business. I would highly recommend Cheryl for her professionalism, expertise and integrity."

— **Cori Warner**, was Cheryl's client

"Cheryl is, first and foremost a professional. She knows her business, and is readily available to everyone who relays on her. I highly recommend Cheryl Waller."

— **Frank Nicolato**, *Owner, JVT Photography & Virtual Tours*, was with another company when working with Cheryl at Real Tour Vision

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— **Peggy K**, was Cheryl's client

"Cheryl was extremely helpful with me on the phone when I called her asking questions about marketing my High End Real Tour Vision Virtual Tours. Cheryl was very patient with me, was of great help, and took plenty of time to carefully explain various options. I can fully recommend Cheryl with no reservation whatsoever."

— **Sandy Levy**, *Owner, Visual Impact Photography & Virtual Tours*, was with another company when working with Cheryl at Real Tour Vision

"Cheryl has proven to be the best in her field and I feel both comfortable and confident in her abilities to service my needs and the needs of my customers. Jennifer Clark"

— **Jennifer Clark**, was Cheryl's client

"Cheryl is a very responsive individual. She shows tremendous professionalism and delivers on all her promises."

— **Michael Basch**, was Cheryl's client

"As the owner of Power Play MMP, a 360 interactive virtual tour provider and partner with Real Vision Tours, for South Central Michigan, specifically Hillsdale County; I have had the pleasure of work with Cheryl Waller in several marketing projects to develop my niche in the real estate community. I would like to take this opportunity to recommend Cheryl as your next marketing associate. I feel confident that she will contribute greatly to your goal of becoming known as a national leader. She has successfully demonstrated leadership and ability to inspire not only PowerPlayMMP, but other Real Vision Tour providers to achieve our objectives. It is for these reasons that I offer high recommendations for Cheryl Waller without reservation."

— **powerplaymmp Sandra\_Gibson**, *Owner, Power Play MMP*, worked indirectly for Cheryl at Real Tour Vision

"Since coming in contact with Cheryl, I have found that she is very creative and has a good customer focus."

— **Keith Frank**, was Cheryl's client

"I was first introduced to Cheryl whilst she was at the helm of Rock Pointe Marketing. Cheryl is a forward thinker, has my best interest at heart and is one to make sure that I ROCK my industry!"

— **Chris Grumley**, was Cheryl's client

[Contact Cheryl on LinkedIn](#)