

## *Penny C. Sansevieri*

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Penny C. Sansevieri, CEO and founder of Author Marketing Experts, Inc. (AME), is a best-selling author and internationally recognized book social media marketing, book marketing, and media relations expert. Her company is one of the leaders in the publishing industry and has developed some of the most leading-edge book marketing campaigns. Her company researched, developed and implemented the first comprehensive Internet publicity campaign called The Virtual Author Tour™. In 2008 AME had ten books hit the bestseller list (New York Times, Wall Street Journal, and USA Today).



In Spring of 2010, she taught the first ever self-publishing class for NYU, this six week (one night a week) program was a culmination of her years of experience in the publishing and book marketing field. The class will return in Spring 2011. She is also a Blogger for Books, Book Marketing, and Publishing on the Huffington Post.

Penny began her career in the publicity, book marketing, and literary field over 15 years ago. During that time she has been an author, freelance writer, publicist, and instructor. She has been instrumental in creating several highly successful marketing, social media market, and publicity campaigns for author events and book launches. Penny is also President and CEO of Author Marketing Experts, Inc. and has developed and implemented countless marketing and publicity strategies. She has worked with such high profile clients as Marci Shimoff, John Assaraf, world renowned psychic and ghost buster, Jane Doherty, Barney Rosenzweig creator of Cagney & Lacey, Fred and Kim Goldman, owners of If I Did It, Jac Flanders (of the original Fantastic Four) and Tammi Menendez, wife of Erik Menendez and the first eBay auction of a Princess Diana gown (lot "9" from Christie's New York). Her firm has worked with numerous bestsellers including: *The Answer*, *Happy for No Reason*, *The Go-Giver*, *The Laws of Thinking* and such high-profile books as: *Chicken Soup for the American Idol Soul*. Her clients have been featured on *The View*, *CBS The Early Show*, *The Today Show*, *Entertainment Tonight*, *MTV*, *CNN*, *CNN Showbiz Tonight*, *National Public Radio*, *Something You Should Know*, *E-Entertainment Television*, *The Heloise Show* and in *Publishers Weekly*, *USA Today*, *The Wall Street Journal*, *Reader's Digest*, *Essence Magazine*, *More Magazine*, *The Bridal Guide*, *Entertainment Weekly*, *MSNBC*... and many others.

Penny's diverse background enables her to bring a multitude of talents to the table as well as a myriad of marketing techniques.

Penny's innovative social media and marketing strategies have been featured in *MORE Magazine*, *Marketing Sherpa*, *Writer's Digest Magazine*, *Book Marketing Update*, *The Publicity Hound*, *The San Diego Union Tribune*, *Working Writer Magazine*, *Vision Magazine*, *Writer's Web*, *New Book Reviews*, *Romance Writers of America*, *RW of Europe* and many more. She is also Editor for the e-newsletter "The Book Marketing Expert," which has a subscriber base in excess of 17,000. Penny has also presented her social marketing seminars, specifically on Twitter, for organizations such as Hearst Media.

Penny successfully marketed her first book, *The Cliffhanger*, which was released in 2000. After a strategic marketing campaign, it soared up the ranks at Amazon.com and held the #1 spot for three months. Her most recent book, *Red Hot Internet Publicity*, has been called "an indispensable guide to leveraging the Internet for success."

You can visit her web site at [www.amarketingexpert.com](http://www.amarketingexpert.com)