

# The Networking Maverick

**MEDIA KIT**



**NETWORKING  
MAVERICK**





# Meet the Networking Maverick

📍 NetworkingMaverick



Lauren Marsicano, Esq. is the creator of the Networking Maverick community where she helps entrepreneurs learn how to build authentic connections and bring their big ideas to life. Applying her extensive knowledge in networking and business law, Lauren created Networking Maverick to empower entrepreneurs with resources that take the guesswork out of launching and building their Queendoms!

As a successful attorney who co-founded her own law firm in Miami at the age of 28, Lauren applies her experience in business law to help clients navigate the legal process from formation to litigation and everything in between. As a young business owner, Lauren understands the challenges and rewards of starting a new venture and knows how overwhelming it can feel to start something new. She created Networking Maverick as a platform where entrepreneurs can discover networking opportunities, strategies for building a successful business, and find e-mentorship. Through her monthly newsletter, YouTube channel interview series Networking Mavens, social media collaborations, and blog reviews of networking organizations and events, Lauren helps entrepreneurs discover important resources while having fun and making new connections along the way.

In 2020, Lauren founded the nonprofit Women for Success to empower self-identifying women with free resources, education, ementorship, support, and community to allow them to define success on their own terms! So far, they've assisted over 500 women and provided around \$10k in support of women-owned businesses and the community.





# Mission:

As an entrepreneur who is passionate about building authentic connections online and offline, I am on a mission to help others do the same. I established the Networking Maverick community to become a resource for entrepreneurs who need strategy and support for building their own brands. Networking is all about making a strong first impression, leveraging interpersonal skills and sharing knowledge and expertise. By engaging with my audience and creating a lifestyle brand, I have grown a loyal following of high-achieving entrepreneurs. I am personable, driven, relatable and have a strong desire to help entrepreneurs – especially female entrepreneurs – succeed. I've already assisted 20,000 entrepreneurs level-up their businesses, and I'm on a mission to help 100,000 entrepreneurs launch 6-figure businesses by 2025!





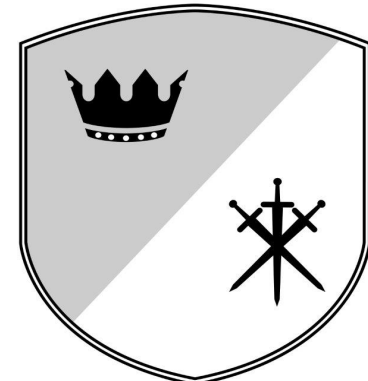
# Brand Collaborations



ANN TAYLOR



SCOTCHSOCIETY305



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## Facts & Figures

- ◆ 25K+ Followers on my Networking Maverick Instagram with an average engagement of 900 per post.
  - ◆ Instagram stories feature “swipe up” link.
  - ◆ Average age of followers: 21 - 45
  - ◆ Highest Demographics live in Miami + Latin America.
  - ◆ Followers are millennial men and women interested in networking events, travel, fashion, food, and fitness.
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## Accomplishments

- ◆ Named a Top 40 Young Lawyer in the nation by the American Bar Association in 2018.
  - ◆ Voted a 2019 and 2020 Florida Super Lawyers Rising Star.
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## Education

- ◆ Bachelor’s Degree in International Business and Finance, University of Tampa
  - ◆ J.D. 2013, University of Miami School of Law, focus on International and Commercial Law
  - ◆ International Law Fellow, Oxford University, Oxford, England 2009
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## Keynotes and Speaking Appearances

Over 40+ Keynote, Panel, and Appearances on global stages and podcasts including:

- ◆ Women for Success Virtual Conference, “How to Leverage Virtual Events and Build Authentic Connections”
- ◆ Flourish Media Conference, “Pivot to Profit”
- ◆ Business Networking International Miami, “How to Protect and Grow Your Business.”
- ◆ American Bar Association Young Lawyers Division, Discussions about Litigation and Business
- ◆ Queens Cup 2020, “How to Become a Confident Queen!”





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*Let's work together!*



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Lauren@NetworkingMaverick.com



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