



Professional Speaker's Profile

Fernanda Alberici

A practical and experienced marketing presenter for business owners

If you're looking for an engaging speaker to captivate your audience and educate them on how to attract a steady flow of leads, customers, and grow a successful business, you've just found her!

Fernanda Alberici is an experienced Facebook and Instagram Ads Specialist who delivers practical, outcome-focused workshops for business owners.

With over 20 years of experience in marketing and eight years running her own boutique marketing agency, FAB Marketing, Fernanda supports businesses to improve visibility, attract customers, and build more consistent marketing systems using paid social media advertising.

Her sessions are clear, practical, and designed to meet business owners where they are, whether they are just starting out or looking to improve consistency and results.

Fernanda's approach focuses on sustainable growth without relying on constant posting, complex strategies, or burnout.



“ Absolutely loved the workshop!! Highly engaging, relevant content delivered in an interactive way. Lots of tips and tricks to take home and practice. This was an extremely worthwhile morning. Thank you. ”

Lauren McDonnell, iamnavi.com

Speaking Topics

Fernanda focuses on practical online marketing strategies that consistently generate leads and sales for businesses, enabling planning, forecasting, and real growth.

Signature presentations that can be customised to suit your audience include:

Simple Facebook Ads for Local Business Growth

A practical workshop showing local businesses how to stay visible and attract customers using simple, easy-to-manage Facebook and Instagram ads.

Harness the Power of Facebook Ads to Scale Your Business

A clear, structured approach to using Facebook ads as a sustainable and scalable marketing channel.

Facebook Ads Fundamentals for Small Businesses

An introduction to setting up ads correctly, targeting the right audience, and understanding basic results.

How AI is changing Meta Ads and what that means for your business.

How businesses can leverage AI-powered changes in Meta Ads to improve performance and drive more profitable results.

“Fernanda was a confident and engaging presenter and had her audience captivated throughout her presentation at Fashion Exposed NOW.

Fernanda provided practical, generous and clever advice for participants and provided marketing tips and insights to a retail audience.

If your business has a chance to welcome her for any speaking opportunities, you should contact Fernanda today and book her in - you won't be disappointed. ”

Amanda Obaidini, Exhibitor Director, **Fashion Exposed NOW**



Audio Visual Requirements

To ensure Fernanda can deliver the best presentation to your audience, she will require:

- A microphone, wireless is preferred if possible, as she likes to walk and engage with the audience.
- Data Projector, laptop and clicker.
- Internet access for practical workshop sessions.
- If on a panel discussion, chair and water.
- Water on the speaker's table for all types of events.
- Please advise in advance if the room will be set up in lecture, classroom or cabaret style.

Talk to Fernanda about your next event: hello@fabmarketing.com.au or +61 430 635 025



Presenter Feedback

“ Fernanda hosted a webinar as an expert in her field of Facebook and Instagram advertising for Victory Offices. Fernanda was amazing from our initial meeting and right on through to the event itself. She tailored the entire virtual event to the demographic of our members. Fernanda always maintained communication with me which resulted in a seamless and informative session that exceeded expectation and resulted in positive feedback from attendees. It is obvious that Fernanda is skilled at what she does, and I wouldn't hesitate in recommending her as a speaker.

Cate O'Connor, Event Coordinator, Victory Offices

“ Hello Fernanda! It was so lovely to meet you today, thank you for all the tips about Facebook marketing. Your presentation really resonated with me, and it made me think about what we're doing and how we can do so much better! Thank you so much.

Cassy Canterford, Flowers for Jane

“ I had the pleasure of working directly and alongside Fernanda during my time as conference producer for Reed Exhibitions. Fernanda was a pleasure to work with and she was professional, and reliable throughout our communications and absolutely delivered an incredible talk which really drew in a crowd. The audience took away such extensive insights from Fernanda's session and her talk was one of the most admired and useful throughout the seminar program.!

Armaveni Atesh, Conference Producer at Reed Exhibitions

“ Fernanda prepared an excellent workshop about Meta Ads for our members in The Modern Marketing Collective. By breaking down not only her personalised recommendations for ads but also stepping through exactly how to set up a new campaign in Ad Manager, attendees were equipped with the knowledge and practical skills to set up their own ads. Fernanda is a highly engaging presenter who turns complex informational into digestible, simple to follow steps. I highly recommend her!”

Emily Osmond, Business and Marketing Mentor

As seen on...



reed gift fairs



