



TIFFANY MARKMAN

SPEAKER
PROFILE

AI
COMMUNICATION
IMPOSTOR SYNDROME
SOCIAL MEDIA
SALES



PSASA

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“It has been a great privilege learning from such a great and knowledgeable professional.”

***- Jeané Meyer,
Greenpeace***



“Tiffany was riveting at our sales conference and was very well rated by all attendees.”

***- Lara Druyan,
Entrepreneurs’
Organization
(EO) SA***



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WHAT THEY SAY

“Tiffany Markman is one of the Top 50 Female Content Marketers in the World.”

- ContentBot AI, 2021

“Tiffany’s keynote talks are SIMPLY OUTSTANDING. The same straight-talking, provocative Tiffany that you experience one-on-one is on stage - using her direct, clear and thought-provoking approach to provide value bombs. She's witty and wonderfully natural...”

- Joni Peddie, CSP, Adaptive Leadership Specialist, SA

“Tiffany Markman is not only a very safe pair of hands as a speaker but also someone who can rise to the challenge of delivering a high-quality virtual talk at a live event. To be the only person not in the room but still hold people's attention and deliver value is a challenging skill, but one that Tiffany has in abundance.”

- Caroline Cavanagh, Therapist & Speaker, UK

“The feedback from our team was exceptional. They loved Tiffany Markman’s presentation, from the very helpful content, tips and tools through to those glorious images!”

- Michele Fonseca, Bastion Reputation, Australia



***“As a speaker, Tiffany Markman is incredible!
So engaging and inspiring. And those slides! The
team still talks about them!”***

- Diane Smith, CAAT Pension Plan, Canada

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BIOGRAPHY

For 20 years, Tiffany Markman has taught corporate teams and leaders in 16 countries to communicate better and future-proof their businesses. She's worked with 717+ brands in total.

Tiffany is a communication expert:

- Communication using AI platforms
- Communication, content & copy creativity
- Communication with the self (un-installing impostor syndrome)
- Communication on social media
- Communication to sell (with heart)

Corporate clients seek her out to solve real communication problems: fuzzy brand voices, generic messaging, underwhelming content, boring or inaccurate AI output, tired creative ideas...and the silent saboteur of impostor syndrome in the workplace.

The world's top companies, public sector organizations and conference and convention producers trust Tiffany to deliver energy, practicality and impact – whether she's presenting on stage or virtually.

She is widely known for keynotes, masterclasses and workshops that give attendees knowledge, skills and insights they didn't have before.

This is because her talks are practical, fast-paced and future-facing: full of how-tos, low on fluff and impossible to forget. They deliver fresh, actionable techniques that help audiences to shift their thinking and behaviour.

"After a 'Tiffany talk', attendees feel equipped to tackle real-world communication, marketing or sales challenges...and they always want more."

**- Terri Brown, Logical Truth,
South Africa**

“Tiffany’s speeches are well thought out, quirky, filled with great audience takeaways, and packed with snappy, original visuals. She engages her audience from the start and uses humour that works.”

**– Paul du Toit, CSP,
Author & Speaker, SA**



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“Tiffany is a brilliant speaker. Engaging, interesting and fires one's imagination.”

- Cheryl Norwood-Young, The Professional Conference Organisers' Alliance

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SKILLS & EXPERTISE

With 20+ years of experience in advertising, marketing, sales, PR, digital media, social media, corporate communication and training, Tiffany Markman is not a speaker who teaches and writes. **She's a teacher and writer who speaks.** So she doesn't tell people what they need to hear; she teaches them what they need to know.

Tiffany is a member of SA's Best Speakers, the Professional Speakers Association of Southern Africa (PSASA), Virtual Speakers Association International (VSAI), eSpeakers and ProCopywriters. She has both undergraduate and postgraduate communication degrees and multiple professional certificates. She is also a Certified Virtual Presenter (CVP).

Based in South Africa and operating internationally, Tiffany has helped hundreds of multinationals, corporates and small businesses to write clearer, sound smarter, connect faster and sell more.

WHAT

KEYNOTES
TRAINING
CONSULTING

HOW

LIVE
VIRTUAL

TOPICS

SOCIAL MEDIA
SALES
BUSINESS WRITING

WHERE

AI
COMMUNICATION
IMPOSTOR SYNDROME

16 COUNTRIES &
COUNTING

WHO

717+
CLIENTS

CLIENTS

Tiffany Markman has trained more than 36,000 professionals and spoken across Africa, Europe, Asia, the US and the Middle East.



Penguin
Random
House



billboard



University of Pretoria

WITS
UNIVERSITY



UFS

UNIVERSITY OF THE FREE STATE

NELSON MANDELA
UNIVERSITY



**COPY
CoN**



Investec



CITADEL
WEALTH MANAGEMENT



Peregrine
Capital™

Hollard.

adcorp



Sum
International


INTERCONTINENTAL.
HOTELS & RESORTS

HYATT®



Sotheby's
INTERNATIONAL REALTY

TOPICS

COMMUNICATION IN THE A.I. AGE

By the time you have your next haircut, generative AI will be more powerful than it is right now, which has many businesses and professionals in a panic. Are we, the humans, becoming redundant? Nope. We're just uninformed. This talk explores the whys, hows and where-to-nows.

Outcomes:

- Understand the risks and opportunities of using AI for communication
- Learn how to craft a prompt that delivers your desired output
- Access specific phrases used by AI pros to save time, money and stress

COMING UP WITH CREATIVE IDEAS

If you want to be able to come up with clever content ideas, intelligent angles and compelling hooks that never run dry, you need Tiffany Markman's Micro-Targeting Methodology for creative content ideation - whether you're launching something new or presenting something differently.

Outcomes:

- Understand the Micro-Targeting Methodology for creative content ideation
- Learn the 3 pillars of micro-targeting: the Shrink, the Rabbithole, the Leap
- Access clever tricks for building a creative-yet-appropriate content idea

UN-INSTALLING IMPOSTOR SYNDROME

Most high performers have some Impostor Syndrome – because we know how much we don't know. If you've experienced it, or you think you have, Tiffany Markman has easily-to-apply tools, tips and techniques for you.

Outcomes:

- Understand where your “fraudy feelings” come from
- Learn to undermine the mean inner voice in your head
- Access useful hacks for un-installing Impostor Syndrome

BAREBONES SOCIAL MEDIA FOR BUSINESS & BRANDING

Social media isn't a choice any more. Everyone you want to talk to – and everyone you want to sell to – is there in some way or another. Learn how to spend the least amount of time and effort on social media, while deriving the most benefits.

Outcomes:

- Recognise the bare minimum required for social media efforts to pay off
- Learn which 5 focus areas really matter
- Access the secret techniques the pros use to do more, with less, in less time

SELLING WITH HEART

This customisable business talk explains how to manage the seens and unseens in sales, suggests how to balance knowledge (which can be given away) with expertise (which must be paid for), and shares the only sales question that actually matters. It's ideal for salespeople, team leads, marketers and entrepreneurs.

Outcomes:

- Know how to navigate the visible and invisible dynamics that influence every sale
- Distinguish between free knowledge and paid-for expertise - and sell the latter with confidence
- Uncover the question that transforms hesitant buyers into committed clients

OTHER SERVICES

Training

As a trainer and facilitator, Tiffany creates interactive learning experiences for organisations, teams and leaders. Her 20+ training programmes help delegates to learn, master and retain new skills and techniques.

Consulting

As a consultant, Tiffany delivers next-level guidance, tools and strategy – rooted in the latest best practices for brand voice, marketing, advertising, sales, PR, digital media, social media and internal comms.

SHOWREEL



See Tiffany in action. This high-level showreel showcases stage talks, virtual hosting, panel discussions and more.

MOST RECENT APPEARANCES

Sales Summit Johannesburg, South Africa

How to Use AI to Write Like a Human

Investec Bank, Sandton, South Africa

How to Use AI to Write Like a Human

SA Business School, Johannesburg, South Africa

Resilience: The Power to Build, Withstand & Thrive

PSA UK South West Region, Online (UK)

How to Use AI to Write Like a Human

PSASA Annual Convention, Sandton, South Africa

How to Use AI to Write Like a Human

Conscious Mind Summit, Online (Global)

Selling with Heart

PSA India (PSAI), Online (India)

Barebones Social Media Marketing

Event Organisers' Summit SA, Midrand, South Africa

Creative Tactics for Event Planners

CX Summit UK, London, UK

CX That Resonates

Event Organisers' Summit UK, London, UK

Creative Tactics for Event Planners

Global Speakers Summit (GSS), Bali, Indonesia

Article Alchemy: Turn Your Words Into Work

KLA, Johannesburg, South Africa

Un-Installing Impostor Syndrome

CEF Group of Companies, Muldersdrift, South Africa

Un-Installing Impostor Syndrome

PPS Learning Conference, South Africa

Making Ordinary Ideas Extraordinary

ZANOG iWeek Annual Conference, Cape Town, South Africa

How to Use AI to Write Like a Human

360 Degrees, Online & Live (Hybrid), South Africa

Creative Tactics for Event Planners

Digital Marketing Conference, Cape Town, South Africa

How to Come Up with Creative Ideas

TOP 10 AWARDS

Winner: Top Impact Speaker 2025

Issued by Real Leaders

Finalist: Businesswoman of the Year 2025

Issued by Women's Business Awards

Finalist: Speaker of the Year 2025

Issued by Women's Business Awards

Runner Up: Creative Business of the Year 2024

Issued by Women's Business Club

Top Copywriter in Africa: Corporate & Commercial 2023

Issued by The Academy of Corporate Copywriters (TACC)

Finalist: Professional Excellence Award 2022

Issued by Absa Jewish Achiever Awards

Most Effective Copywriter in Southern Africa 2022

Issued by The African Excellence Awards – MEA Markets

Top 50 Female Content Marketers in the World 2021

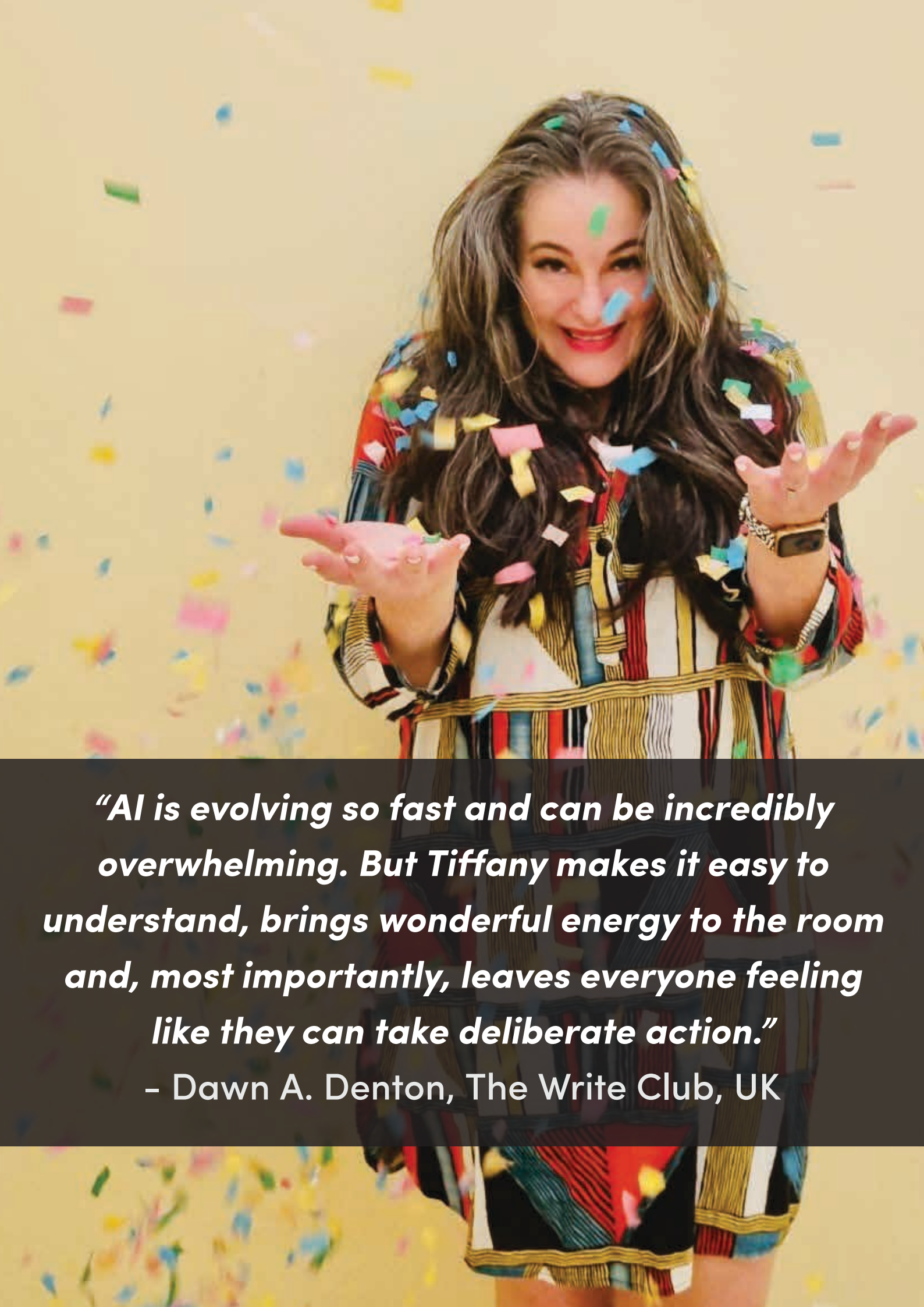
Issued by Contentbot AI

Best of the Best Award (IABC Gold Quill Awards) 2021

Issued by IABC Gold Quill Awards

Freelance Copywriter of the Year: South Africa 2020

Issued by The Corporate LiveWire Prestige Awards



“AI is evolving so fast and can be incredibly overwhelming. But Tiffany makes it easy to understand, brings wonderful energy to the room and, most importantly, leaves everyone feeling like they can take deliberate action.”

- Dawn A. Denton, The Write Club, UK

5 GOOD REASONS TO BOOK TIFFANY

1. Tiffany is personally and professionally invested in whichever problem she's helping audiences to solve, because her 'day job' unfolds in the field.

2. Her speaking formats extend from standard keynotes of 60-90 minutes to talks of 45, 30, 25, 18 and even 6 minutes in duration. She can convert any keynote into a masterclass or workshop.



3. Tiffany helps clients to write all the marketing copy and collateral they'll need to advertise her presentations: teasers, blurbs, outcomes, the lot!

4. She is a prolific and influential contributor to top local and international media platforms – including TV, radio, digital media and social media

5. She can align all speaking topics with client needs – including theming or naming to match a specific event. And she regularly tailors presentations for specialist audiences including:

- Executives, managers and team leads
- Accountants, auditors and financial services professionals
- Lawyers and real estate agents
- Engineers and supply chain professionals
- IT specialists and data professionals
- Marketers, communicators, writers and designers
- HR professionals and educators
- Customer service teams and support staff
- Entrepreneurs, business owners, consultants and freelancers
- NGO/NPO staff
- Salespeople
- Executive assistants and business administrators