

SPEAKER ONE-SHEET

Michelle Barnum Smith

Social Commerce Strategist · TikTok Shop Advisor · Keynote Speaker

Michelle Barnum Smith helps 8- and 9-figure ecommerce brands turn TikTok Shop and social commerce into a repeatable revenue channel. A former partner marketer for Lenovo, IBM, McAfee, and Comcast, she became known as the “Queen of Amazon Chatbots” before founding Social Sellers, a TikTok Shop agency that has driven more than \$24M in GMV. She has spoken on more than 30 industry stages, including Prosper Show, SellerCon, and the Billion Dollar Seller Summit.



1. How to Hit \$200K in 90 Days on TikTok Shop Without Going Viral

The launch system behind consistent six-figure launches, step by step.

- Pick products TikTok buyers want
- Build creator volume before paid spend
- Read the numbers that predict scale

2. Beyond Amazon: Building a Profitable Social Commerce Channel

How marketplace brands add TikTok Shop without cannibalizing what already works.

- Where TikTok Shop fits next to Amazon and DTC
- Pricing and promotion without channel conflict
- Staffing the channel

3. The Creator Engine

How to recruit, activate, and scale affiliate creators into a predictable revenue channel.

- Recruiting affiliates at scale
- Sampling that converts
- Turning top content into ads

BY THE NUMBERS

\$24M+ TikTok Shop GMV driven

1,000+ sellers trained

30+ industry stages since 2018

FORMATS

Keynote (30–60 min)

Breakout or workshop (60–90 min)

Panel or fireside chat

Virtual summit session

Private brand or mastermind training

IDEAL AUDIENCES

Ecommerce and Amazon seller conferences

Brand leadership teams

Agency and mastermind groups

Women-in-business events

SELECTED STAGES

Prosper Show · Billion Dollar Seller Summit · SellerCon · AspiCon · Sellers United · Seller Kingdom · 7 Figure Seller Summit · AMZ Innovate · Global Sources Summit

HEARD ON

DigitalMarketer Podcast · AM/PM Podcast · Ecomm Breakthrough · Lunch With Norm

Book Michelle to speak: calendly.com/social-sellers-services/30-minute-meeting-clone

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