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**Digital Strategy
Program Development &
Management
Online Marketing Strategy
Social Media
User Experience Development
Cross-channel Digital Integration**

Service Offering

I deliver the following skills and experience to my client partners:

- ❖ *Digital Strategy & Planning Services*
Delivering high-quality, results-driven strategic frameworks and programs to help clients meet their business objectives in online and mobile. Specific focus on lead/acquisition/retention strategies, multi-channel integration and user experience development.
- ❖ *Online Marketing Strategy & Program Development*
Crafting effective digital marketing programs to capitalize on opportunities in social media, SEO, SEM, SMS (text) and email. Identifying cross-channel experiences and opportunities.
- ❖ *Social Media Strategies & Program Development*
Exploring and implementing social programs in a highly strategic framework. Helping clients capitalize on tectonic shifts occurring in consumer and B2B marketplaces.

For clients seeking execution-level services, I have a broad and deep partner network that can facilitate project evolution and development.

Professional Summary & Experience

I am an experienced professional with 15+ years' experience in project management, program development & management, business analysis and digital strategies. I have specific expertise in financial services, consumer products and consumer services. Clients and employers have included Fortune 100/500 companies, start-ups and many marketing/interactive service agencies.

My client and work history have included innovative projects with these companies and agencies:

AMC Theatres (Signal to Noise)	General Mills (Publicis Modem)	Paul Allen Ventures (Rare Medium)
America Online	MasterCard	Perrier
Colonial Williamsburg	Moet & Chandon	Sony
Distance Learning, Inc.	MTV	Wells Fargo

References

Excellent client and partner references are available. Samples testifying to the quality of my work are available immediately on my LinkedIn profile at www.linkedin.com/in/rickwhitney.