

James Barker

Black Belt Instructor at Transcendigital

Greater Denver Area, CO, US

Digital Marketing Strategist

Biography

James W. Barker is US Navy veteran and digital communications technologist, with over 30 years of experience within the advertising, communications and software development industries. He is Co-founder and President of Transcendigital, a seasoned digital marketing services agency, where he directs successful campaigns for clients ranging from Fortune 100 companies to small businesses. Mr. Barker possesses a strong visual artistic sense, an understanding of branding, and the ability to use technology to make the vision come alive creatively with a true mastery of digital marketing media. He fundamentally understands the need to create the brand story and is laser focused on what is required to get businesses "there" in digital media. James began his career with decorated service in U.S. Naval communications technologies and micro-engineering and repair with NASA. Later he served in both ownership and leadership roles at digital services and traditional advertising agencies, including Outrider North America, a WPP company, where he was VP of Online Customer Development Services. On the personal side, Mr. Barker tends to be a renaissance man with interests including: martial arts, photography, high country hiking, illustrative art and writing. He is also a Wood Badge trained BSA Scoutmaster. As an avid martial artist, James has taught self defense martial arts to both adults and youth, as well as Tai Chi and cardio bokken to adults. He holds his Black belt in Kenpo Karate and was rated 29th in the world (24th in the nation) for martial arts weapons handling in 2002. As a writer, you can find his works in the digital marketing industry trade publications and his poetry archived and published by the International Library of Poetry.

Availability

Moderator, Workshop, Corporate Training

Industry Expertise

Advertising/Marketing, Internet, Design

Areas of Expertise

Digital Marketing, Next Step Marketing

Affiliations

United States Navy, Advertising Club of Connecticut

Sample Talks

Integration of on and offline marketing

Learn how to reach otherwise elusive consumers, utilizing digital marketing on the Web to jumpstart overall cross-media campaign results when offline ad returns begin to diminish ?by reaching the same consumer in a complementary environments, through multiple touch points, and environments where they live."

Event Appearances

Integrated Digital Marketing
eMarketing Conference

Education

United States Navy
N/A Electronics/Communications

Central Oregon Community College
AS Computer Science

NASA
Micro/Miniature Engineering Electronic Engineering

United States Navy
Communications Technology USN Class C

United States Navy
A/N SXQ8 Pilot Briefing System USN Class C

United States Navy
Electronics USN Class A

Accomplishments

Black Belt - Kempo
Promoted to 1st Degree Black Belt.

USN Service
Honorable Discharge

Testimonials

Gary Decavage

I have nothing but good things to say about Jim's work. He has had a reliable answer and productive advise on everything we've worked on together, as well as for an organization we're both involved with.

Patrick Dugan

Jim always gave our integrated advertising campaigns even more "legs" with smart, creative strategies for extending them to the web and interactive arenas. While many digital partners can be intimidating to clients, Jim and his crew know how to "speak interactive" in plain English, in easy-to-understand ways that make sense...and more importantly, make a difference to results and the bottom line

David Francoeur

James Barker is an excellent marketing person with substantive digital marketing experience. Anyone interested in improving their website or search engine rankings would be well advised to speak with him.

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