

Kevin Mullett

Director Of Product Development and Social Media at Cirrus ABS

Fort Wayne, IN, US

I discover, test, and disseminate trends in the convergence of technology and marketing.

Biography

The lead of the development roadmap for Cirrus ABS? award winning CMS, vertical market product development efforts and social media programs. A proven Web developer, Internet marketer, speaker, guest blogger, and award-winning designer, with more than 13 years of Web experience and 300 custom websites to my personal credit. Able to leverage 15 years of experience in sales and marketing ? not to mention a passion for connecting the dots via social media, search engine optimization, online reputation management, great design and usability ? to help Cirrus ABS create Web marketing solutions that make its clients successful. Essentially, I discover, test, and disseminate trends in technology use for marketing, online visibility and online reputation for Cirrus ABS and its clients ? and frequently speaks on the subject. In other words, I surf the Web, and talk about it. Recently awarded the 2011 Indiana Social Media Summit 'Most Influential Dude' award.

Availability

Keynote, Moderator, Panelist, Author Appearance

Industry Expertise

Social Media, Advertising/Marketing, Internet

Areas of Expertise

Social Media, Search Engine Optimization, Online Reputation Management, Marketing Measurement

Affiliations

AdFed Fort Wayne, Host Social Media Breakfast Fort Wayne

Event Appearances

Is Your Online Reputation Crap, Nonexistent, or Under Control?

Blog Indiana

Search Engine Optimization to Increase your E-commerce Site?s Visibility, Action, and Conversation

ASP Dot Net Storefront Webinar

Using Social Media to Reach New & Existing Customers
Alliance Open House

Social Media Near Misses and Outright Failures
Social Media for Business

Accomplishments

2011 Indiana Social Media Summit 'Most Influential Dude' award.

I was honored to be nominated and subsequently received the most votes to become The #Indiana Social Media Summit's Most Influential Dude for 2011.

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