

Ric Dragon

CEO at DragonSearch Marketing

New York, NY, US

Exhibiting artist, jazz drummer, speaker, writer, and a search marketing strategist.

Biography

Ric Dragon is the author of Social Marketology and the DragonSearch Online Marketing Manual, both published by Mc-Graw Hill. He is the CEO and co-founder of DragonSearch, with more than 20 years of extensive experience in graphic design, information architecture, web development and digital marketing. As an artist, Ric has been shown in countless group and solo shows. He is a regular guest columnist for Marketing Land, and Social Media Monthly, and a speaker at many marketing and business conferences.

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance

Industry Expertise

Advertising/Marketing

Areas of Expertise

Marketing, Branding, Social Media, SEO

Affiliations

Hudson Valley Business Marketing Association, Google Certified Small Business Trainer, The International Association of Business Communicators, commpro

Event Appearances

Social Marketology with Ric Dragon

The Social Shake-Up 2013

Maximizing Organic Search with Google to Drive Referrals

B2B LeadsCon

Search and Social Interwined

Demand Success 2013

'Reality of methodology of SNS based high-tech Marketing communication'
K.E.Y Platform 2013

Advanced Social SEO Content Distribution For Search Marketers
Zenith Duluth SocialCon 2013

Anticipating Response: Let Your Customers Drive Your Strategy
SOBCon Chicago 2013

Hyper-Micro-segmentation
Social Media Action Camp

Top Social Tactics For The Search Marketer
SMX Advanced Seattle

Herding Cats & Selling Kisses: Bringing Process to Social Media Marketing
Hawaii Social Media Seminar

Social Marketology with Ric Dragon
rethink conf // 04

How to Scientifically Assess and Improve Your Social Media Marketing
Social Media Marketing World 2013

Interactive Workshop: Strategic Planning for Social Media Marketing
BRITE '13

Tuning Up Your Twitter Tactics
SMX East 2012

Social Marketology ? Process in Social Media Marketing
BlogWorld New York 2012

The Power of Social Media: Best Practices to Drive Sales & Boost Lead Generation
New York XPO for Business

Watching the Brand Wake Up
BRANDSConf 2011

Who is Searching for Your Blog? SEO for the Rest of Us
Blog World Expo 2011

Conversions In The Social Media Eco System.
Conversion Conference East 2011

Social Media from your place of passion - Humanizing the Brand in Social Media
BRANDSConf 2010

Information Architecture and SEO
SMXEast 2010

Education

State University of New York at Purchase
Visual Arts

Munson Williams Proctor Institute
Painting, printmaking

Accomplishments

Organizer, #140ConfHV

The first 140 Character Conference HV, <http://hv.140conf.com/>, was held in Kingston, New York on Tuesday August 23rd 2011 at the Seven21 Media Center as part of the #140conf LOCAL series. The international #140Conf events provide a platform for the worldwide Twitter community to listen, connect, share and engage with each other, while collectively exploring the effects of the emerging real-time internet on business and life.

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