

# **Ric Dragon**

**CEO at DragonSearch Marketing**

New York, NY, US

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

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## **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.

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## **Availability**

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

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## **Industry Expertise**

Advertising/Marketing

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## **Areas of Expertise**

Marketing, Branding, Social Media, SEO

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## **Affiliations**

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

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## **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

## **Education**

**State University of New York at Purchase**  
Visual Arts

**Munson Williams Proctor Institute**  
Painting, printmaking

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## **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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