Agenda

- About Me
- About Delphic Sage
- Agency Types
- Daily Life
- Internships
- Q/A
About Me

- Started marketing in 1995
- Ran record label, ran record distro, ran record store
- Joined Internet Start-up in 2000
- In 2003, introduced to Analytics
- Joined Shop at Home, Food Network, HGTV, DIY Network
More Me

- Global Marketing
- VP of financial services start-up
- Agency Work

- And about that work...
Delphic Sage

- About Delphic Sage
- Sample Clients
- Sample Work
- Agency Set-Up
A Few Delphic Sage Highlights

- Sunrise Senior Living
- Bentley Systems
- Wolf Trap
- Songdo
- Sovereign Bank
- Porcelanosa USA
- Jersey Arts
What We Do

- Digital Strategy
- Web Design
- Web Development & Integration
- UI/UX
- Online Marketing
- Analytics & Optimizations
- Marketing Automation
Agency Types

- Full Service Agencies
  - Small
  - Large
- Media
  - Transitioning (Horizon/Empower)
  - Digital (R/GA)
- PR
  - Transitioning (Serengetti)
  - Digital (Fleishman-Hillard)
- Digital Agencies
  - Full Service (Delphic Sage)
  - Specialized
    - PPC (360i)
    - SEO (Think Seer)
    - Social Media (Chatterblast)
    - Design (Happycog)
    - Development (Digital Wave)
Daily Life

• Fast paced
• Long hours
• Clients
• Cool Stuff isn’t paid for stuff
• Never bored
• You define your destiny
• Highly Productive
• And that other stuff...
Internships

• Must haves
  – Coherent resume
  – LinkedIn Profile
  – Twitter account
  – Cover letter

• Standing out

• Paid/Unpaid

• What do you expect to do

• Goals