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**Norm BOND**

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## OBJECTIVE

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Seeking opportunity to utilize extensive range of marketing, public relations and technology skills to help organization in today's global, fast-paced, B2B or B2C environment -- exceed branding, growth, sales and profit objectives.

## SUMMARY OF SKILLS & HIGHLIGHTS

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**Digital Marketer | Social Media Influencer | Growth Hacker | Social Media Marketing | Web Analytics**

Experience driving innovative marketing, branding, public relations, advertising and business development efforts.

- *Global Digital Marketer*

Strong aptitude for strategizing successful marketing plans that open new segments, increase client base and generate millions of dollars in sales revenue or venture capital.

- *Email Marketing*

Leverages technology for targeted, measurable and interactive campaigns to reach desired audience and increase conversions.

- *Search Engine Optimization*

Conceptualize and deliver digital marketing strategies across using content, social media and mobile marketing. Ability to convey technical theory and protocols easily which increases sales and optimizes team performance.

- *Video Producer for Engagement*

Specialize in generating international new business development, expansion and promotion across a wide variety of cultures and genres including wellness, hospitality and emerging markets.

- *Mobile Marketing Strategies*

Ability to work within deadlines and budgetary guidelines and drive revenue while embracing corporate culture and philosophy.

- *Content Creator Developer*

- *User Experience*

- *Pay Per Click (PPC)*

## WORK HISTORY + BACKGROUND

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PR & Communications Manager – X2 Global Media

*Bangkok, Thailand*

Manage public relations department. Developed an integrated, global communications strategy for the company incorporating PR, marketing and online for clients in 150-countries. Developed and launched Internet or intranet web pages. Implemented communications plan that increased brand awareness and recognition for the organization. Created relationships with key media to secure and grow press coverage both online and offline. Manage staff, company sponsorships and communications budgets.

**Chief Digital Officer - NORMBOND & Associates      *Bangkok, Thailand – Philadelphia, PA***

Helping C-suite executives apply social technologies to unlock the \$1.3 trillion in value to be realized through digital marketing, sales, customer service and internal communications. Manage online presence, content creation and social networking for clients. Create media and customer engagement strategies that position products and services within key niches. Strategic plan consultation, development and implementation. Advertising and media planning, buying and coordination.

**Account Executive Radio One - The Urban Media Specialist      *Philadelphia PA***

Digital marketing strategist and new business growth executive for premier multi-media entertainment and information content provider. Created customized campaigns using SMS text messaging, email marketing, social media, video and other digital tools. Clients included a broad mix of mid-size to Fortune 500 companies. Consistently exceeded sales and revenue targets while introducing new revenue streams for consumer, recruitment advertising and event sponsorships.

**Chief Digital Officer & Publisher – NEXT STEP ENTERPRISES, INC.      *Philadelphia PA***

Co-founder of a startup media company that attracted over 50 print magazine advertisers in first year and over 100,000 global readers. Produced special advertising sections with *Business Week* and *INC*.

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**PUBLICATIONS AND THOUGHT LEADERSHIP**

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***Web Traffic Decoded 2015:*** In this practical and powerful book, Norm Bond shares tips and techniques to dramatically increase the targeted traffic that comes to your location. Learn strategies that you can immediately implement get your front door swinging.

***Make Money Online with Holiday Marketing:*** A groundbreaking, simple, step-by-step blueprint dedicated to focusing readers directly on the most profitable approaches to take in the holiday marketing niche. Reveals tactics and techniques that can be implemented on a local or global basis. Available on Amazon and Kindle.

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**EDUCATION AND TRAINING**

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**Master of Science Degree in Information Science – 1987**

UNIVERSITY OF PITTSBURGH, Pittsburgh, PA  
School of Library and Information Sciences

**Bachelor of Arts Degree in Business and Economics – 1986**

UNIVERSITY OF PITTSBURGH, Pittsburgh, PA  
College of Arts and Sciences

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**SELECTED MEDIA APPEARANCES AND INTERVIEWS**

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*CNN | Reuters | Fox News | Business Week | INC. | Black Enterprise | NPR | The Philadelphia Business Journal*