



BARE FEET STUDIOS



Roxanne Darling

Roxanne is co-owner of Bare Feet Studios (www.barefeetstudios.com), a web and social media company that specializes in "Internet Literacy for Business." Recently cited as #24 on the Top 50 Women in Social Media, Roxanne is a founding member of the Social Media Club (www.socialmediacub.org) (an international organization) and also launched the Hawaii chapter (www.smchawaii.org). She conceived and produced Podcamp + Wordcamp Hawaii (www.podcamphawaii.com), the first Social Media Conference in Hawaii with over 400 in-person attendees and thousands more via live video stream. She is the host of the award-winning internet TV show, Beach Walks with Rox (www.beachwalks.tv), where she shares "a little Aloha everyday." The show currently has over 760 episodes, over 2.5 million downloads, and viewers in over 90 countries and numerous awards.

Roxanne and her partner Shane Robinson's work has been featured in several recent books: "Social Media Marketing: An Hour a Day"; "Web Video: Making it Great, Getting it Noticed"; and "Juggle: Rethink Your Work, Reclaim Your Life." Most recently Roxanne was featured in a collaborative Twitter book, "Social Media Marketing GPS: A New Media Roadmap For Creating A Social Media Strategy".

Their clients include www.herecomesthguide.com (the top California weddings site), www.lannan.org (the largest private foundation in New Mexico), and the Maui Visitors Bureau (www.visitmaui.com).

Roxanne also has over 20 years experience as an expert presenter and trainer throughout North America, Asia, and Europe. A popular speaker in the tech and

business communities, including BlogHer Business, Blog World Expo, Podcamp, IABC, and PRSA, Roxanne has a "gift for both grounding and lifting you at the same time."

Roxanne lives at the bleeding edge of new technology, is comfortable working in disruptive marketplaces, and is a passionate translator of complex new concepts into easy-to-understand and implement strategies. Her many years as a coach for Johnson & Johnson enable her to connect with diverse audiences and to help her business clients use the internet in personalized, tech- and business-savvy ways.

She contributes *pro bono* services to the Puakea Foundation of Hawaii, the Kailua Historical Society, and Beach Access Hawaii. She is a member of the YWCA of Honolulu, The Outdoor Circle, the Better Business Bureau of Hawaii, the Social Media Club, the Hawaii Society for Business Professionals, and the Association for Downloadable Media. When not at her computer or on her iPhone, Roxanne can be found paddling outrigger canoes and walking the beaches of Hawaii with her dog Lexi.

Bare Feet Studios

We are all things internet. We initially started our company in 1996 (under the name Symtezzi) as a full service web development shop. We have seen internet trends and tech come and go, yet consistently deliver successful strategies for our clients. Our goal throughout these years has been to build internet literacy for business, and we do this by staying ahead of trends and upgrading our proficiencies constantly. We are founding members of the Social Media Club and launched the Hawaii Chapter in October 2008.

[Shane Robinson is our Technology and Programming Expert.](#)

We have the technical knowledge to evaluate the range of applications available for delivering social media campaigns. Shane has a rare ability to conceive of ways to use the tools that are far beyond the typical. He understands data and

information flow and uses that to choose the right tool for the job at hand. Shane also walks backwards as the Secret Cameraman on Beach Walks with Rox.

Roxanne Darling is our Marketing, Training, and Speaker Expert.

We also have the marketing and training expertise to help the people who will be delivering your campaign become proficient on the social web. Roxanne was one of the original CompuServe members, using email since 1993 and is now the host of the popular internet TV show, Beach Walks with Rox, approaching 700 episodes. She translates fluently between business goals and technical implementation. "She has the ability to both uplift you and ground you at the same time."

Now What About You?

We love working with smart people who want to think differently, who value transparency, and who want a savvy, creative, and technically-competent team as business partners. We also happily collaborate with other agencies when we can bring a missing piece of expertise to the table or vice versa.

Hawaii-Based; Will Travel for You

We are based in Hawaii and currently have clients throughout the U.S.A. Aloha spirit included on all projects. Partner Roxanne Darling is a professional speaker and trainer, so please consider us for your next event. Speaking fees vary by size of group and type of presentation, and include travel expenses RT from Honolulu.

Social Media Expertise/Focus

Multi-channel Strategy, Choosing Web Platforms, Podcasting & Internet TV;
Building Branded Social Networks, Public Speaking, Social Media Skills Training
Founding Member of the Social Media Club & Hawaii chapter founder Founder of
Podcamp + Wordcamp Hawaii

Miscellaneous Data:

Please make checks payable to: Bare Feet Studios LLC

Federal Employee ID Number: 20-1234630

Roxanne can be reached at: 808-384-5554