

Roxanne Darling



Roxanne has over 20 years experience as an expert presenter and trainer throughout North America, Asia, and Europe, consistently garnering 5-star ratings. She educates and inspires while translating complex technology jargon into easy-to-grasp concepts. A popular speaker in the tech and business communities, including BlogHer Business, New Media Expo, IABC, and PRSA, Roxanne is effective with small intimate groups and has presented to audiences of over 1500 people. She has a "gift for both grounding and lifting you at the same time."

Co-owner of Bare Feet Studios (www.barefeetstudios.com), she has been working on the web since 1995; she is one of the original video podcasters and the star of the award-winning internet TV show, Beach Walks with Rox (www.beachwalks.tv) which currently has over 700 episodes. She is a founding member of the Social Media Club and Hawaii's original social media expert.

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 previous experience as a coach for Johnson & Johnson and as an international trainer enable her to connect with diverse audiences and to help her business clients use the internet in personalized, tech- and business-savvy ways. Her philosophy is to cultivate a unique mix of technology, authentic messaging, and audience interaction for each project.

Bare Feet Studios

We initially started our company in 1996 (under the name Symtezzi) and worked in the web development sector. We have seen trends and tech come and go, yet consistently deliver successful strategies for our clients. In short, we have abundant web DNA and consider ourselves "native speakers" on the social web. We are founding members of the Social Media Club and are launching 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 experience to help the people who will be delivering your campaign get their feet on the ground and feel confident 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

Clients

Prudential Insurance, HereComesTheGuide.com, Lannan Foundation

Founded In: 2001

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