

# Roxanne Darling

**Roxanne is co-owner of Bare Feet Studios**, a digital publishing and social media company offering "Internet Literacy for Business." **Cited as #24 on the Top 50 Women in Social Media**, Roxanne is a founding member of the [Social Media Club](#) and also launched its [Hawaii chapter](#).

**She conceived and produced Podcamp + Wordcamp Hawaii in 2008, 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](#), where she shares "a little Aloha everyday." The show currently has over 760 episodes, over 2.5 million downloads, viewers in over 90 countries, and numerous awards.



**Roxanne and her work have been featured in several 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](http://www.herecomesthguide.com) (the top California weddings site), [www.lannan.org](http://www.lannan.org) (the largest private foundation in New Mexico), and the Maui Visitors Bureau, [www.visitmauiblog.com](http://www.visitmauiblog.com) (for whom she has produced innovative and successful social media campaigns for Maui and Lānaʻi).

**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 NYC, SXSW, 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 markets, and is a passionate translator of complex new concepts into easy-to-understand and implement strategies. Her earlier 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 Hawaiian Islands Land Trust, 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, and the Association for Downloadable Media. When not at her computer or on her iPhone, Roxanne can be found paddling outrigger canoes and growing organic vegetables in her Maui garden.

Please see my full speaking experience and testimonials here:

<http://www.barefeetstudios.com/public-speaking/>

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**SHORT BIO:**

As co-owner of Bare Feet Studios, a web programming and social media consulting firm that specializes in "Internet Literacy for Business," Roxanne has been a pioneer in the development of social media, online video, and helping businesses navigate social networks. Cited as #24 of the Top 50 Women in Social Media, Roxanne is a founding member of the Social Media Club, and conceived and produced Podcamp + Wordcamp Hawaii, the first Social Media Conference in Hawaii in 2008. She is the host of the award-winning internet TV show, Beach Walks with Rox, where she shares "a little Aloha" with over 760 episodes and over two and a half million downloads. She contributes pro bono services to the Puakea Foundation of Hawaii, the Kailua Historical Society, the Hawaii Chapter of the Social Media Club, 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, and the Association for Downloadable Media. When not at her computer or on her iPad/iPhone, Roxanne can be found paddling outrigger canoes or meditating underwater in the silence that is not the internet.