

Richard E. Guerry

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PROFESSIONAL EXPERIENCE

Publications

- “Public and Permanent: The Golden Rule of the 21st Century,” Balboa, 2011
- “Creating a Mindset that Our Digital Actions Are Public and Permanent,” Youthlight, Inc., 2014
- “Cyman Learns Cyber Smarts and Dangers,” Youthlight, Inc., 2013
- “Cyman Learns Gaming Smarts and Dangers,” Youthlight, Inc., 2014

Institute For Responsible Online and Cell-Phone Communication (I.R.O.C.2)

2009-Present

Founder, Executive Director

A New Jersey based 501(c)(3) nonprofit organization focused on educating society about responsibility, safety, and accountability when using the internet, cell phones and other digital technologies.

- Since June, 2009, have spoken to over 2,000 audiences across the United States and Canada providing his audiences with an entertaining and eye-opening live event that offers a solution-oriented concept of how to avoid any self-inflicted digital problem.
- The author of “Public and Permanent: The Golden Rule of the 21st Century”, “Creating A Mindset That Our Actions Are Public and Permanent”, “Cyman Learns Cyber Smarts and Dangers” and “Cyman Learns Gaming Smarts and Dangers.”
- A featured speaker at many national conferences and conventions, including the National Conference on Child Sexual Abuse and Exploitation Prevention, the Internationally Bullying Prevention Association, and the National Symposium on Child Abuse.
- Appeared as a digital safety advocate on CNN, Fox, CBS, MTV’s Thin Line Campaign, Radio Disney as well as in Parade Magazine and in local, regional, and international publications.
- In 2010 his program received the School Safety Advocacy Council’s “Exemplary School Safety Program” Award.
- In 2011, he was awarded the School Safety Advocacy Council’s “Exemplary School Safety Initiative” Award.
- In 2017 he was awarded the School Safety Advocacy Council’s “National Anti-Bullying” Award.
- Consulted in the development of sexting legislation in the State of NJ.
- Creator and developer of www.iroc2.org, www.publicandpermanent.com

Web ID Marketing, LLC

2004 - 2009

Consultant

Mount Laurel, NJ

Interactive marketing and consulting firm tailored towards identifying clients’ unique needs and goals, and developing customized online marketing programs that generate individualized results. Perform all aspects of client acquisition, project development and management, performance optimization and quality control.

- Acquire consultative projects through superior relationship building, honorable salesmanship, and quality and competitive business proposals.
- Execute successful, customized online/offline marketing and business development initiatives for clients’ with multimillion dollar budgets (exceeding \$250K a month), such as Buena Vista Entertainment and Web Power, Inc. to small start ups companies and non-profits with little to no marketing budget, such as Smarter Thinking LLC and the Institute for Responsible Online and Cell-phone Communication.

- Expert in; (i) paid inclusion programs integrating sites into engines organic listings, (ii) search engine optimization (free organic listing enhancement) methods, (iii) social network, video and widget marketing strategies and, (iv) affiliate marketing and performance based (Cost Per Acquisition) marketing strategy.
- Stellar reputation throughout the industry for ability to negotiate extraordinary and often unprecedented deal terms and conditions for our clients.
- Vanguard in cutting edge media platforms, such as in-game advertising and mixer cast widget distributor.
- Full list of consultative projects available upon request.

SureClick Promotions LLC

Media Director

2003 - 2004

Washington, DC

Interactive management consulting agency offering qualified lead generation and pay for performance marketing campaigns. Lead multidisciplinary media team, including media buyers, graphic designers, and programmers, to ensure client driven results, as well as high performing team relationships.

- Built the Agency's media contacts based on existing and new business relationships.
- Managed multimillion dollar accounts, including AOL's standard and broadband member acquisition services marketing programs.
- Developed creative revenue concepts and unique internal platform initiatives to optimize client campaign performance, such as the creation of buyers guides and information resources to bolster organic listings, as well as the development of a proprietary performance tracking software for the organization's clients (rival to ATLAS DMT) to assist in campaign optimization.

Qfactor, Inc

Senior Account Executive

1999 - 2003

Bethesda, MD

Full service, interactive marketing and advertising agency. Supervised all aspects of internal account teams, which included business development and sales, media plans, contract negotiation and execution, relationship management, campaign management and quality control.

- Responsible for the development and execution of over \$100 million in advertising campaigns.
- Generated over \$1 million dollars in annual revenue for assigned client group through the development and growth of three proprietary niche web portals.
- Responsible for over \$2 million dollars in monthly agency billing.
- Relied on for absolute oversight of client accounts, including creative and technical development of web properties, client site quality control management, guerilla marketing and site distribution, budget based media plan creation and execution, and identification of new and innovative revenue streams.

EDUCATION

Rider University- *Lawrenceville, New Jersey*

Bachelor of Science- Dual Major: Marketing and Advertising

May 1999