



Web Strategies

Tap the power of the internet

Constant Contact®
TRAINED

Email Marketing

presenter



Constant Contact®
Local Expert™

Novell.



EDUCATION
CERTIFIED
INTERNET
BUSINESS
STRATEGIST

Randy Shannon Speaker Credentials

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Randy Shannon is President of Web Strategies, a web design, internet marketing and consulting firm that has been helping small businesses and not-for-profits tap the power of the Internet since 1997. A Novell-certified Internet Business Strategist with expertise in how to use the Internet and Social Media to grow business and enhance mission and marketing, he has been presenting on these topics for many years, at libraries, local seminars and state and national conferences.

Randy earned a graduate degree from Columbia University and has studied Graphic and Web design at the School of Visual Arts in New York City. In addition to his Internet certifications, he is certified as an Enterprise Content Management Practitioner (ECM^P) from AIIM, the Enterprise Content Management Association and is a Constant Contact Authorized Local Expert. He is certified to present Constant Contact programs such as “The Power of Email Marketing” , “Social Media Marketing Made Easy” and “Making the Case for Mobile”.

More than just building Web sites, Web Strategies helps build web strategies – using the Internet, email, Social Media and more to better pursue your goals. A full-service Internet consulting and web design firm, our many services include website planning, development, hosting, management and marketing as well as training and consulting.

Web Strategies is a member of the Microsoft Partner network and participant in the Microsoft WebsiteSpark program, and is a Constant Contact Solution Provider.

Upcoming & Recent Speaking Engagements

<i>Date</i>	<i>Topic</i>	<i>Presented at</i>
<i>Coming up -</i>		
November 8,2013	Is Your Website Working For You?	Microsoft Store – Tysons Corners
November 19,2013	If You Build It Will They Come?	Microsoft Store – Tysons Corners
November 14,2013	Social Media Marketing Made Simple	Microsoft Store – Pentagon City
November 21,2013	The Power of Email Marketing	Microsoft Store – Pentagon City
<i>Past -</i>		
October 30, 2013	Mobile Marketing and Your Business	Microsoft Store – Tysons Corners
October 22, 2013	Social Media Marketing Made Simple	Microsoft Store – Tysons Corners
October 18, 2013	Is Your Website Working For You?	Microsoft Store – Tysons Corners
October 11, 2013	The Power of Email Marketing	Microsoft Store – Tysons Corners
October 2, 2014	Social Media Marketing Made Simple	Peninsula Settlements
October 1, 2013	Is Your Website Working For You?	Microsoft Store – Tysons Corners
August 23, 2013	Is Your Website Working For You?	Microsoft Store – Tysons Corners
September 5, 2013	Grow Your Business With Email and Social Media Marketing	Microsoft Store – Pentagon City
September 6, 2013	Mobile Marketing and Your Business	Microsoft Store – Tysons Corners
September 12, 2013	Social Media Marketing Made Simple	Microsoft Store – Pentagon City
September 13, 2013	If You Build It Will They Come?	Microsoft Store – Tysons Corners
September 20, 2013	Is Your Website Working For You?	Microsoft Store – Tysons Corners
September 14, 2012	Social Media Marketing Made Simple	Wisselman, Harounian & Associates
September 7,2012	3 Keys to Email Marketing	Wisselman, Harounian & Associates
June 28, 2012	Mobile Marketing – It’s Not Too Late To Be Early	Tap the Power of the Internet
June 21, 2012	3 Keys to Email Marketing	Tap the Power of the Internet
June 20, 2012	Mobile Marketing – It’s Not Too Late To Be Early	ARCAP Partners

June 14, 2012	Social Media Marketing Made Simple	Tap the Power of the Internet
May 23, 2012	Social Media and Your Job Search	Women's Empowerment Day – Samuel Fields Y
May 15, 2012	Mobile Marketing – It's Not Too Late To Be Early	Freeport Networking Group
April 17, 2012	Mobile Marketing – It's Not Too Late To Be Early	LI Convention and Visitors Bureau
April 13, 2012	Mobile Marketing – It's Not Too Late To Be Early	LI Business Resource Association
March 20, 2012	Mobile Marketing and Your Business	Babylon Town Chamber of Commerce
March 14, 2012	Advanced Social Media and Your Business	Queens Economic Development Center
March 14, 2012	Social Media and Your Job Search	Sid Jacobson JCC
March 12, 2012	Internet & Social Media Career & Employment Resources	Shelter Rock Public Library
March 9, 2012	Mobile Marketing – It's Not Too Late To Be Early	Long Island Business Resource Association
March 1, 2012	Mobile Marketing and Your Business	Tap the Power of the Internet
February 16, 2012	Social Media Marketing Made Simple	Tap the Power of the Internet
February 9, 2012	3 Keys to Email Marketing	Tap the Power of the Internet
February 2, 2012	If You Build It Will They Come?	Tap the Power of the Internet
January 26, 2012	Is Your Website Working For You?	Tap the Power of the Internet
October 28, 2011	Creating An Effective Website	Fair Media Council Connection Day
October 17, 2011	Planning Your Web Presence	Freeport Networking Group
August 24, 2011	Is Your Website Working For You?	Value Added Network
August 3, 2011	Social Media and Your Business	Wales-Darby , Inc.
July 20, 2011	Email Marketing & Social Media for Real Estate Professionals	National Association of Hispanic Real Estate Professionals
June 20, 2011	Internet Career & Employment Resources	Long Beach Public Library
June 28, 2011	Online Coupons – How It Works and How To Make It Work For Your Business	Northport Chamber of Commerce
June 21, 2011	Search Engine Optimization	Manhattan Better Business Bureau
May 13, 2011	Crisis Communication on the Internet and Social Media	Association for Continuity Planning
May 10, 2011	Email Marketing	Independent Business Women's Circle
April 13, 2001	The Power of Email Marketing	Queens Women's Business Center
March 16, 2011	Search Engine Optimization	Webinar – My Website Isn't Working Hard Enough
March 5, 2011	Sports and Social Media	<i>Innerview</i> , with Ann Ligouri WPPB-FM Radio
February 23, 2011	Social Media and Your Small Business	NFNF Network

February 16, 2011	Social Media and Your Small Business	Value Added Network
January 20, 2011	Internet Career & Employment Resources	Farmingdale Library
January 14, 2011	Tap the Power of the Internet to Grow Your Business	Freeport Business Networking Group
December 16, 2010	Social Media and Your Business	ACE Networking Group
December 14, 2010	Internet Career & Employment Resources	Hempstead Library
December 1, 2010	Tap the Power of the Internet for Your Small Business	Suffolk Community College
September 27, 2010	Social Media and Not-for-profit Organizations	New York State Rehabilitation Association Annual Conference, Albany, NY
June 16, 2010	Moving to the Mac	Huntington Library
June 2, 2010	Social Media	Huntington Library
March 24, 2010	Social Media and Not-for-profit Organizations	NYS Rehabilitation Association Technology Conference, Syracuse, NY