

MEDIA CONTACT

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Matt Weber, President



Matt has an extensive background in direct marketing with more than 20 years in the industry. Before becoming the owner and president of ROAR! Internet Marketing, Matt was the vice president of new initiatives for Dynetech Corporation in Orlando and led an innovative team of creatives in discovering new ways to use the Internet to turn website visitors into leads or sales.

Now at ROAR!, he and his team fuse those same direct marketing principles with the latest in web development technology to create sites for clients that become multifunctional sales and revenue-generating internet marketing platforms working 24 hours a day and 7 days a week to increase sales. ROAR! is known for applying a unique marketing perspective to web design. Matt is a Certified Google AdWords Professional and specializes in Internet marketing techniques and managing effective pay-per-click campaigns.

ROAR! Internet Marketing is a member of the Website Analytics Association, Doterati (the Orlando Internet Marketing Association), Orlando, Inc., the Orlando Chamber of Commerce, and the Seminole County Regional Chamber of Commerce. Matt currently serves as chairman of the Seminole County Regional Chamber of Commerce's communication committee.

Matt first embraced the fundamentals of advertising during a 15-year career in the television industry. He wrote and produced more than 1,000 television commercials and promotional announcements and won numerous awards for creativity including local, regional and national Addy Awards and a Gold Medallion for radio creative from ProMax, the national trade association for broadcast marketing professionals.

Matt was born and raised just outside of Philadelphia, and now resides in Winter Springs, Florida. He is a graduate and active alumna of the University of Central Florida.

Matt is a sought-after speaker and panelist for growing companies and associations to provide the latest trends and techniques to transform online presence to online sales and revenue growth. Presentation topics include, "5 Things Your Website Is Trying to Tell You," "10 Minutes to A More Profitable Website," and "5 Questions to Ask if Your Company is Ready for Social Marketing."

Catch Matt's video tips "60 Seconds to a Better Business Website" at www.RoarOnTheWeb.com.



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