

PAUL VOGELZANG BIO 2016

Paul Vogelzang has spent nearly 20 years working with world class companies to build **Content Marketing** programs. Paul's use of *content marketing* has created branded experiences through the development, delivery, and management of hugely successful online and social media initiatives. Paul is able to extract and deliver valuable insights from the ongoing digital consumer conversation using valuable metrics for decision making. Paul is a certified Google Analytics Qualified professional, YouTube Creator Academy, and is an Inbound Marketing Academy certified member, HubSpot Academy (see below).



This qualification is hereby granted to:

Paul Vogelzang

For passing the Google Analytics Individual Qualification (IQ)



Valid for eighteen months from August 25, 2014

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After leading first digital efforts for the Department of the Treasury, Tenet Health Care, Omnicom, Porter Novelli, Procter & Gamble, Warner Bros., and Disney, Paul founded and served as COO of KDCP Interactive in 2004 - the first company to offer branded entertainment to the "Mom" and family audience. KDCP produced, designed, developed, launched and managed the online communities of MommyCast and MommyCast Latina, for sponsor companies including State Farm, CIBA Pharmaceutical, Microsoft, America

Online, A&E Networks, Disney, Focus Features, Ford Motor Co., Hallmark, iVillage, Kraft, Martha Stewart Living, MetLife, MTV, NFL, Showtime Networks, and VH1 among others. Paul served the Church of Jesus Christ of Latter-day Saints, as North America, Director, Public Affairs, and was responsible for media outreach, digital support and education from 2010 to 2012.



In 2006, KDCP became the first interactive company to be represented by William Morris/Endeavor Agency, and Believe Entertainment Group. KDCP also celebrated another first, as a technology platform for performing deep quantitative and qualitative consumer research across social media (social listening) for the mom demographic. KDCP delivered consumer insights based on women and "mom" online behavior and



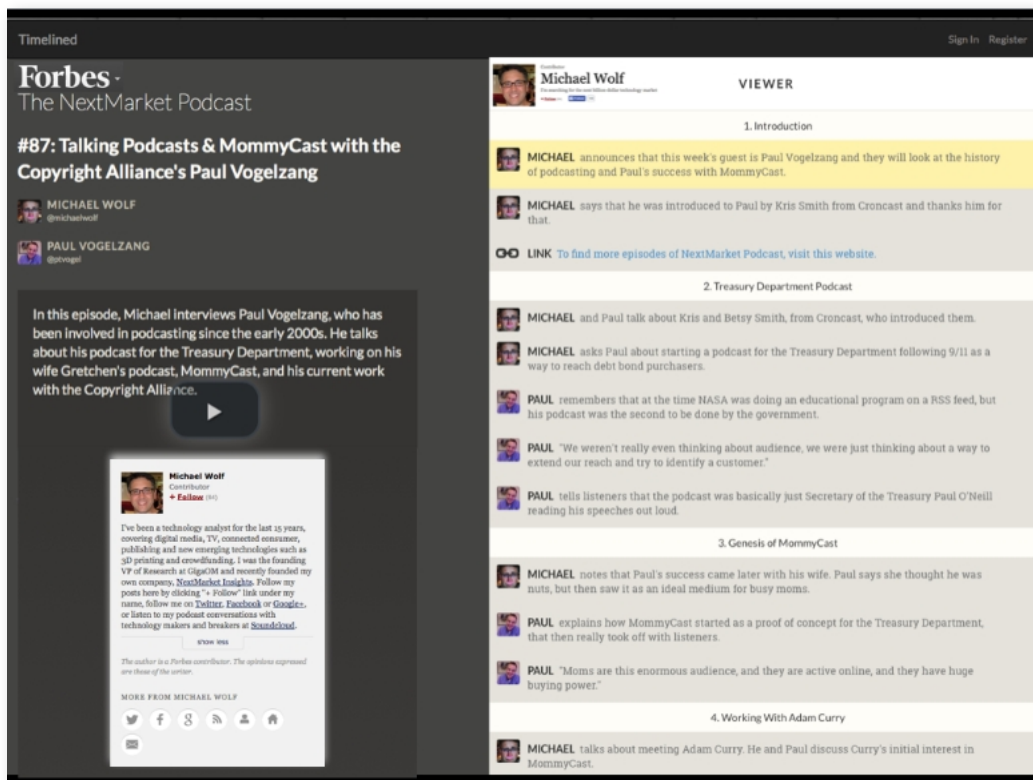
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associated business and marketing strategies to a wide array of tier one brands including Aetna, America Online, American Express, Bristol-Myers Squibb, CVS, Dean Foods, DuPont, ElectronicArts, IBM, Kodak, Microsoft, Samsung, Sony, GM, WebMD, and others.

In 2010, MommyCast, nominated by sponsor partner Procter & Gamble's Pampers division, won the prestigious EFFIE Award, Media Innovation, Technology & Sales Quantification category. Based on P & G Pampers Business Goals and Equity Enhancement Goals, MommyCast and MommyCast Latina delivered "10.7 MM downloads to over 2MM unique moms, 38% of which are Gen Y moms, and



incremental sales volume of over \$4 MM, double the \$2 MM going-in ROI." (Source: Dynamic Logic and P & G). The EFFIE Award, and EFFIE Worldwide, "champion the practice and practitioners of marketing effectiveness." The EFFIE Awards are



known by advertisers and agencies globally as the pre-eminent award in the industry, and recognize any and all forms of marketing communication that contribute to a brand's success through sales.



Paul most recently served as Chief Operating Officer, Copyright Alliance - a Washington DC based non profit, bipartisan organization serving the artistic community by focusing on social media to make connections, offer resources and provide support to artists, and the Oracle Corporation, as Sr. Director, North American Marketing, focused on lead generation and new media content creation. Paul is a Life Member of the National Press Club. And, [HERE](#), is a recent interview with Paul, by Forbes Magazine's Michael Wolf (see above).

Certificate Of Completion

Congratulations
Paul T. Vogelzang
for completing the
YouTube Creator Academy
December Boot Camp 2015

You Tube Creator Academy



Thanks for participating in the bootcamp!
The YouTube Creator Academy Crew



Creators

You Tube Creator Academy