



Todd Ramsey
Digital Brand Manager

Todd Ramsey is a man obsessed. No matter the conversation, no matter the client, he manages to find a way to bring up social media. We like to joke that he's like our very own social-media-pull-string toy.

That's not to say he doesn't have a mind of his own – far from it. He's just so invested in and passionate about the social media world that he's able to uncover strategic and highly targeted ways for our clients – even the more traditional ones – to unleash the power of these burgeoning channels. Todd works to ensure the proposed solution is not only innovative, but most importantly, accomplishes the desired objectives by reaching people at the highest point of relevance.

This passion was ignited the first time Todd logged onto Facebook. Instantly, Todd was struck by the potential for connection and dialogue – critical components of a vibrant brand. Since then, he has branched out to research and explore countless online networking tools, created and hosted his own blog, immersed himself into the fascinating world of website analytics and established Wichita's first-ever "TweetUps" – gatherings that foster dialog and face-to-face networking among local Twitterers. This online presence helps him keep him abreast of how the tools are used and who is using them.

In addition to strategizing for clients, Todd speaks to groups about the power and value of social media. Equally comfortable one-on-one or in front of a stadium full of screaming, adoring fans (technically, the adoring fans scenario hasn't happened yet), he delivers practical, tangible and beneficial presentations.

So if you're in the mood for a good conversation about the latest viral craze or LinkedIn networking strategies, stop by a TweetUp or look up Todd on one of the myriad social networks he frequents. Just be ready for an earful.

PROFESSIONAL ASSOCIATIONS

Wichita Business Journal 40 Under 40 honoree
Leadership Strategies certified facilitator
Wichita TweetUp founding member
PRSA media panel, social media representative
WSU Student Day social media panel
Youth Horizons mentor
Carpenter Place resource council member
National Anabaptist Communicators presentation
Wichita Chamber social media presentation
East Wichita Rotary social media presentation

PROJECT HIGHLIGHTS

Preferred Health digital strategies
Dallas Airmotive website and employee forum
Jackson, Wade and Blanck, LLC microsite
Kansas Aviation Museum social media initiatives
Kansas Leadership Center digital strategies
Kansas State Fair social media initiatives
Signature website strategy
Southwestern College social media initiatives
Spirit AeroSystems recruitment branding initiative
Woodside Health & Tennis Club digital strategies