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Jonathan Rick is the president of the Jonathan Rick Group, a digital marketing firm that helps brands use social media to shape and sell their story. Whether via a website, social network, blog, vlog, ad, or app, he's employed e-strategies to build brand equity, create buzz, and drive public opinion.

Clients for whom he's led campaigns range from those in the Fortune 100 and the federal government, to national nonprofits and trade associations, to startups and individuals. He created the digital strategies for the widely lauded White House initiative, Startup America, an eight-city, cabinet-level road show to encourage entrepreneurship, and spearheaded the digital marketing for Operation MySpace, the first concert broadcast online in high definition.

Mr. Rick writes for publications including *Mashable* and *Fast Company*, delivers workshops to companies around the country, and teaches business writing at the University of Maryland. He holds a BA in Government from Hamilton College.