

2019 DIGITAL MARKETING CONFERENCE SPEAKERS

Demming Bass Demming is a speaker for the Grow with Google partner program. After an award-winning career as a chamber of commerce executive in NC and GA, he led Constant Contact's marketing efforts across six states in the Southeast. To date, he's trained over 10,000 small businesses, nonprofits and chambers on how to be better marketers. In addition to his role with Google, Demming is a StoryBrand Certified Guide and founder of New Marketing Makeover where he works with clients around the world to improve and clarify their brand messaging strategy. He has been recognized as one of the "Top 100 Most Notable Georgians" by Georgia Trend Magazine, one of the Top 40 Under 40 Most Influential Leaders in Georgia by both the Atlanta Business Chronicle and Georgia Trend, and North Carolina State University Alumni Association's Outstanding Alumni in the field of Communication and Public Relations. Demming graduated cum laude from North Carolina State University and earned the Institute of Organizational Management (IOM) professional designation from the College of Charleston.



John Bennett is Marketing Director for LOUD Security Systems, based in Kennesaw, GA. LOUD is ranked as one of the top 100 security companies in the Nation by SDM Magazine, and has been recognized as Kennesaw Business of the Year, Cobb Business of the Year, Acworth Business of the Year, and was recently voted Best of Cobb for Security. John has been with LOUD since 2011, serving as Marketing Director as well as Director of Sales. John previously spent 13 years at The Atlanta Journal Constitution where he served as a Strategic Marketing Manager and Promotional Sales Manager. John graduated from The Art Institute of Atlanta with a degree in Graphic Design, as well as a BA in Mass Communications from Evangel University in Springfield, MO. He and his wife, Audrey reside in Alpharetta with their 5 very active children ranging in age from 15 years to 1 year.



Amani Channel is a broadcasting veteran, an award-winning producer, and an educator who helps people become camera confident – especially introverts and people who are camera shy – through a program called Video FearLESS. He also works at FOX 5 in Atlanta as a creative services producer. Channel's reports and commentaries have been featured on CNN, FOX News Channel, NPR, and other online and local outlets. Amani is passionate about helping people discover their on-camera confidence through a six-step formula that has helped people all over the world – and he is just getting started. Learn more at: videofearless.co.



Jason Dominy started in the social media marketing space when it first began, and has worked in that digital focus both on the brand side and agency side for more than 10 years. He has managed and written content and social strategies for brands like Coca-Cola, McDonald's, Wells Fargo, UPS and Chick-fil-A. He founded Flat Six in 2017, and has clients across the spectrum in both B2B and B2C industries. He has been incredibly happily married to April for the 17 years. In his free time, he plays with his dogs Cooper and Boone, plays disc golf, and enjoys sharing great craft beer and barbecue with friends.



Jessica Ludolph is the founder of Aware Media Solutions. Her career began in the ad agency environment where she managed traditional and digital marketing for global brands. In 2010, Jessica fell in love with the power of social media and its ability to create two way dialogue between major companies and their customers. That passion drove her to pursue an opportunity with Facebook where she spent more than 6 years on the Global Marketing team. Jessica founded Aware Media Solutions in late 2017 with a mission to help small businesses and entrepreneurs achieve success across digital and mobile platforms. When not learning about her clients' business, Jessica enjoys spending time with her two daughters, hiking and dining around ATL with friends.



Esther Lippman has been helping brands connect with consumers since before Al Gore invented the internet. Over the past 25 years, she has embraced the changing communications landscape and transitioned from a public relations specialist into a marketing expert. Esther is currently VP, Marketing for The Elf on the Shelf®, overseeing global consumer and retail initiatives across traditional and digital channels. Prior to working alongside elves, Esther held senior positions at some of the largest communications agencies, building comprehensive and creative content strategies to build brand awareness and word-of-mouth. Esther's savviness in combining tried-and-true approaches with digital executions has become her professional ID. From TV advertising to YouTube videos, from social media management to media crisis response protocol, from in-store events to online experiences, from email marketing to product seeding programs – Esther has developed and executed extensive campaigns that make impact. Esther lives in Atlanta, GA with her daughter. She is an avid traveler, loves the outdoors and spent several years restoring and updating a turn-of-the-century craftsman into her forever home.



Jeremy Melis is currently a Director of Small Business Marketing and Digital Customer Engagement for UPS. He's been in the center of a digital marketing transformation at UPS over the last few years, and always strives for his team to be the first to try new things and leverage new capabilities when available. He's passionate about customer experience, analytics, leadership, and...pumpkin carving??? (See his LinkedIn article to understand).



Carrie Roeger Having both served in the U.S. Marine Corps, Carrie and her Husband Ralph founded Semper Fi Bar and Grille in 2015. Dedicated to honoring the military, veterans, first responders and their families, Semper Fi Bar and Grille has become more than just burgers and fries. Carrie has a degree from UNC-Wilmington in Finance and runs a successful homebuilding company in the area in addition to being part of the restaurant. Though not involved in the day to day operations, Carrie manages the finances and directs the marketing for Semper Fi Bar and Grille. She is currently an MBA candidate at the Jack Welch Management Institute, looking forward to graduation in 2020. She and Ralph have one daughter who has elected to become a Marine as well. They currently reside in Marietta, GA.



Pete Stafford is a digital media and marketing thought leader with proven track record, focused on driving success across "A list" brands, Cox Media Group properties and their local SMB clients. An analytical thinker that geeks out at any chance to use data to create efficiencies and improve performance, he held positions at 360i and Moxie Interactive. Pete is known to for his driven, entrepreneurial spirit, being a trusted advisor to clients and a mentor to employees. He understands the importance of working towards the larger business need, always holding himself accountable to the overarching success of his clients.

Kelly Vaughn is a Mailchimp Partner, Shopify Expert, and three-time UGA graduate. She is the founder of The Taproom Agency, rooted in Atlanta. Kelly and her team help clients hone their marketing strategy, finely crafting customer journeys that sell. She is an expert in providing the insight, experience, and tools businesses need to keep their business growing.

