

## Perry D. Drake, Trainer & Professor



Perry D. Drake has been involved in the integrated marketing industry for over 24 years. He is currently an **Assistant Professor** at New York University in the Integrated Marketing Master's Degree Program focusing on Digital marketing and digital analytics classes. As a professor at NYU, Perry has led student teams in various challenges including the Google Challenge which focuses on paid search and the Omniture Challenge which focuses on web analytics and tracking. His various student teams have placed twice as finalists in the Google Challenge and second in the Omniture Challenge winning an \$8,000 prize.

Perry was the recipient of the "**Outstanding Service Award**" on February 9, 2011 from NYU in appreciation for effective and continuing contributions to the goals and purposes of the School and University. Perry's "Web Analytics" class taught within NYU's Digital Marketing Certification program was listed in August of 2011 by "**Time Out Magazine**" as one of the top four classes to take in the "online learning space." He also held an **Adobe Educational Webinar**, April 2012, on the impact of the "Data Revolution" on higher education.



In addition, Perry is a **Partner and General Manager** at Drake Direct, a boutique integrated marketing consulting agency located in New York. Perry is also a **published author** of the book "Optimal Database Marketing" by Sage Publications.

Perry is available for speaking and training programs covering various topics including but not limited to:

- Trends in online digital media marketing
- Building an integrated marketing plan including web, mobile, video, social
- Establishing KPI's by channel and issues they present
- Benchmarking
- How we measure success by channel and at a campaign level
- Search Engine Optimization
- Paid search
- Test design and analysis
- Monitoring website traffic
- Google Analytics
- Omniture
- Dashboarding
- Measuring Social ROI
- Social listening involving paid and free social measurement tools including Radian 6, Lithium, Facebook Insights and Hootsuite for determining:
  - Reach
  - Virality
  - Share of voice
  - Sentiment analysis
  - Influencers
- Competitive tracking and review



You can follow Perry via his various digital footprints: twitter (pddrake), delicious (pddrake), foursquare (pddrake), facebook (perry.drake), YouTube channel ([www.youtube.com/user/profpddrake](http://www.youtube.com/user/profpddrake)), blog ([www.drakedirect.blogspot.com](http://www.drakedirect.blogspot.com)), book website ([www.optimaldm.com](http://www.optimaldm.com)), consulting company website ([www.drakedirect.com](http://www.drakedirect.com)).