

MEDIA KIT



Eric Ritter

THE SEO SOMMELIER





Eric Ritter

Search Engine Sommelier

When it comes to pairing companies and individuals with the proper SEO strategies, Eric Ritter is an aficionado. He teaches Digital Media at the University of South Florida after developing the course from scratch in 2010. Eric launched a modern agency, Digital Neighbor, in 2016 to provide top-shelf digital marketing for businesses of all shapes and sizes. He oversees a team of 13 & counting.

Eric graduated from the University of Florida with a Master's of Advertising and a B.S. in Communications from the Florida Institute of Technology. He lives in sunny Tampa Bay, Florida, where he enjoys being outdoors with his son and active in his growing community. He employs his business acumen for a handful of non-profit organizations, such as the Tampa Jewish Community Centers, Frameworks of Tampa Bay, and the Jacob's Touch Foundation.

Eric has dubbed himself the SEO Sommelier as a creative way to make search engine marketing more enjoyable. He is passionate about teaching sustainable SEO strategies that are a win-win for you and the searcher.



Flavor Profile

- ◉ Born and raised in Mainz, Germany; surrounded by vineyards
- ◉ Built his first website in 1995
- ◉ Runs 40 miles a week as a marathon runner
- ◉ Published in the *Journal of CyberPsychology & Behavior*, "Effects of Ad Placement & Type on Consumer Responses to Podcast Ads"
- ◉ Directly managed national paid media budgets of \$2 Million+
- ◉ Favorite white wine is Riesling; favorite red is Pinot Noir



Awards & Recognition

- ◉ Innovator Award, Summit International Emerging Media
- ◉ Charlie Award, Regional American Advertising Awards
- ◉ Outstanding Achievement Award, IMA
- ◉ Best of the Bay, Creative Loafing Tampa Bay
- ◉ Gold ADDY Awards, Regional & Local American Advertising Awards
- ◉ Judges Award, FPRA



Let's Talk

Hire Eric Ritter for your next meeting or event to bring the future of digital marketing to your table.

Eric is experienced at facilitating all sizes of discussion and personalizing the topic to the group's unique needs. Whether breaking down the latest technology and trends, such as TikTok and the metaverse, or amplifying long-term search engine strategies, like investing in your brand, Eric makes it as easy and enjoyable as a wine tasting. Sit back and enjoy the show!

Top-shelf Topics

1

WHAT'S NOW + NEXT IN DIGITAL MARKETING

Overview of the most popular channels and platforms, including a precursor for what's coming soon

2

THE HISTORY & FUTURE OF SEARCH

Deep dive into the origins of search engines and how optimization is changing along the way

3

FINDING A BETTER WAY TO WORK

Explore business tips and tools from Eric that foster positive, productive workplaces

[BOOK ERIC TO SPEAK ↗](#)

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