



**Dorothea Bozicolona-Volpe, Principal and Founder, Social Espionage**

**Dorothea Bozicolona-Volpe** was born in New York City to French and Italian parents. Her Father's passing caused her family to move to Europe where she became somewhat of a nomad. She has lived in Italy, France, Germany, Japan, Sweden, The Netherlands and the United Kingdom.

**Dorothea Bozicolona-Volpe** is a strategic digital marketing executive who is fluent in 4 languages and specializes in developing business for international brands (Fortune 500) via initiating and integrating social media and digital strategies and enterprise social networking, as well as, building strategic partnerships and implementing marketing technologies.

**Dorothea** teaches marketers and business leaders how to measure, optimize and build current new media efforts to increase value and develop strong relationships between brands and fans.

**There are 4 distinct areas of her business:**

- **eCommerce:** Assisting companies with the creation and implementation of marketing strategies (content, influencer and social media) as well as the correct application of digital marketing & business intelligence tools and the human capital to support all efforts.
- **Personal Branding:** For c-suite executives, entrepreneurs and celebrities via virtual thought-leadership with the use of social media and content marketing strategy, blogging and social visual communication.

- **ESN (Enterprise Social Networking):** Creating engaging, re-seller networks and employee retaining corporate intranet that encompasses everything from content and engagement strategy, to vendor selection, implementation and deployment.
- **Social Media and Content Marketing Strategy:** Small businesses to the enterprise; she creates social media architecture via strategic plans for community building and revenue generation by understanding socio-technographics, research, training and development of internal or external resources, integrating with other marketing programs, creating a playbook to adequately address the brand voice on all channels across the digital landscape, deploying the correct technologies to measure and refine all programs.

**Additionally, Dorothea has appeared as a social media strategy subject matter expert on CBS and CNN's Ali Velshi show.**

**Some of her clients include:** Greenberg Traurig, Hall Booth Smith, PC, L'Oreal, BCD Group, Beaumont Products, Entrepreneurs' Organization, GDS International CIO/CMO Summits, CMO Club, Young President's Organization, CP Kelco, World50, BlogHer/SheKnows, Mint, Emirates Airlines, AlphaBoost, Cisco, Ceridian, Keller Williams, Capital One Bank, Auto Nation, ING, Ron Clark Academy, Goldman Sachs, Stonewall Creek Vineyards, AJC International, , Bodyology Wear, JES Holdings, Purina, Toscan Atelier, Waffle House, Assurant Solutions, American Music Awards, Oprah Winfrey Network, Clarins, Randstad, Park 'n Fly, Ortec, Boy Scouts of America, Mashable, Ryan Seacrest, Ryan Seacrest Productions, Chrysler, The Weather Channel (IBM), Tumblr, Mercer, ATandT, American Marketing Association, InterContinental Hotels Group, Ogilvy and Mather, Reader's Digest, Qualcomm, Turner Network Television, Coca-Cola and Powerade.

**Dorothea** is an avid skateboarder who tweets to relax. Follow Dorothea on Twitter & Instagram @socialespionage