Contact

rudydeighton@hotmail.com

www.linkedin.com/in/rudydeighton (LinkedIn)

Top Skills

Social Media

Retail

Marketing Strategy

Languages

English (Full Professional)

Dutch (Full Professional)

German

Rudy Deighton

its all about the Metaverse

Breumel The Netherlands

Summary

Rudy Deighton, 65 years of age, online brand & marketing designer, visionair, creative and a pionier all the way.

Core-business: design online brand & marketing concepts, deliver online media tools, global & niche market, research & development, corporate strategy and communication, Data strategy (solutions, analyze & scientist), network and referral marketing, social media & Metaverse platform.

Technology tools: crossmedia & newmedia, SEO & analytics System, portals, Internet solutions, content design, viral marketing concepts, RPA Menu POS concepts, Micro Locals system and Metaverse concept.

Speciality: legacy concepts for South Africa, Swiss, United Arab Emirates, Air France KLM, the Casino & Gambling industry, Cryptocurrency, ICO and Metaverse promotion.

Since 1981 specialized in developing brand & marketing concepts, research and building Metaverse projects for the global news, music, luxury, online gambling and business market and government.

A full service job focused on branding the retail, luxury, leisure, automotive sector, legal medicale products, financial, social media, media, sport, news, music and business worldwide.

Distinguished from other (corporate) brand & marketing colleagues with the unique vision that branding should be the basis of a concept or project.

Designing unique brand concepts for companies, exactly what they wanted to convey, and translated into a project.

A brand is a consumer's emotional connection to a product, service or organization, which will change in the new Metaverse in the Future.

Branding is the foundation of all marketing activities.

Brands today are our identity.

At the end its all about big data and how to impliment the specific data into working business modules, concept and projects.

This strong link between the identity of the brand and the person has ensured that consumers have come together in communities around brands, because communities are the identity of the consumer and they are a certain feeling of security or safety is.

Branding vs Marketing:
We are what we eat, drink, use, wear, and what we want to drive.

And the Metaverse will bring us a new Future.

Rudy Deighton
The Netherlands

www.deltamediagbe.com
www.onlineplatform.link
www.menu-pos-system.com

rudydeighton@hotmail.com

Experience

Ceo
June 2002 - Present (19 years 9 months)

www.onlineplatform.link
Specialist nieuwe media (Metaverse, RPA, Menu POS, Online Marketing)
December 2014 - January 2022 (7 years 2 months)
Dreumel

Education

Jewelry Academy
Jewelry Master degree, Gold & Silversmith