

For over 12 years Rodney has honed his skills in web development, copy writing, photography and online marketing. Getting his start as a junior web producer for the multi-media production company Creative Planet (formally known as Planet Point) where he sharpened his design skills developing web based portfolios for professional photographers, copywriters, film directors and others within the visual arts community.



After leaving Creative Planet he decided to branch into the world self-employment and created his first company Whit Communications & Media in 2001 where he continued to develop web portfolios for clients in the entertainment industry. In 2005, Rodney discovered his passion for photography but this time behind the lens.

Over the last five years he's worked with a variety of clients in the fashion, retail, public relations and travel industries while continuing to hone his online marketing skills this time focused on email marketing and social media.

Rodney is the author of Eye On Marketing: 41 days From Struggle and Confusion To Clarity & Profits for the Creative Professional. To receive monthly Marketing Tips from Rodney, subscribe at: [www.EyeOnMarketingSuccess.com](http://www.EyeOnMarketingSuccess.com)

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