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FIRSTCLICK'S RICH MCPHARLIN AUSTRALIA'S BIGGEST SOCIAL GEEK ACCORDING TO MARIN SOFTWARE

MARKETING



MARIN SOFTWARE, PROVIDER OF A CROSS-CHANNEL PERFORMANCE ADVERTISING CLOUD, AND THIRD DOOR MEDIA, THE CONFERENCE PRODUCER BEHIND SMX SOCIAL, HAS REVEALED THE WINNERS OF THE INAUGURAL SMX BIGGEST SOCIAL GEEK CONTEST.

*Posted by***B&T MAGAZINE**

Biggest Social Geek is a thought-provoking and challenging quiz-based contest where the world's brightest social media marketers compete to outsmart fellow industry geeks. More than 2,300 social marketers across the globe competed in this year's contest.

The 2014 contestant with the highest score in the shortest amount of time was Paul Zubrinich of Germany who handily beat out the competition answering 95% of the quiz questions correctly in less than 5-and-a-half minutes. The 2014 regional winners are Judah Schiff of the United States, Rich McPharlin of Australia, and Andreea Milea of Germany. Each regional winner will receive an Apple iPad Mini.

This is the second year in a row that Rich McPharlin from Australia has received a place in the SMX Contest.

Jay Revels, managing director of Marin Software APAC said: “I send a big congratulations to Rich on achieving such a tremendous result. Rich being a regional winner demonstrates that Australian social marketers are taking this competition seriously as a top score earns respect among peers and career opportunities. We hope next year an Aussie takes the winning position so if you think you have got the skills start practicing and preparing to bring home the honour.”

Rich McPharlin is head of data, analytics and reporting at FirstClick Consulting. McPharlin says: “I’m again really proud and excited to take first place in Australia against thousands of other impressive digital marketers.”

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