

Turning Down a Major Corporation to Build His Own Career



New York City, Aug 14, 2020 (Issuewire.com) - Many people look at major corporations thinking that they had always been colossal even from birth. However, they often forget how most businesses have humble beginnings.

In this era of technological advances, small businesses can thrive thanks to the use of social media. Friends and families can now share their businesses with a click of a button. Troy Sandidge has dedicated his work to helping Small and Medium-sized Businesses (SMB) grow.

Troy is an electrical engineer turned digital marketer. He provides successful social media marketing strategies and solutions for enterprise brands and growing SMBs. For the past ten years, Troy has partnered with entrepreneurs, agencies, national brands, international organizations, nonprofits, influencers, and multi-billion enterprise business to achieve success and reach ambitions usually deemed impossible.

Being a black-minority millennial, Troy built a brand, a business, and various companies through organic marketing, building communities, and storytelling. This has generated cumulatively millions upon

millions of dollars from SMBs to enterprise brands. At the same time, it has left an impact and made a difference as it changed the lives of people. It allowed Troy to show that anyone can go beyond the stereotypes and stigmas, no matter where people have come from.

When he got out of college, Troy's passion for his career in Marketing triumphed over pursuing an opportunity to work with Boeing. This would end up becoming an intelligent move on his part as his marketing methodology has succeeded in every field and industry that he has worked in.

Troy's line of work can be very challenging, and to thrive, he has studied many different strategies to help him succeed. While social media marketing is an important skill, he has acquired strategies such as Content Marketing, Brand Voice, Audience Nurturing, Business to Business (B2B), Global Branding, Cultural Community Nurturing, Inbound Marketing, and Employee Advocacy to name a few.

The strategies helped him build over fifteen brands' digital identities with the use of digital storytelling and using the social media platform, generating multi-million dollars for companies and brands. Having more than ten years of experience, Troy was able to establish online communities and brand identities. He also practices public speaking, corporate training, and workshops on social media. Troy also uses his experience in shooting, producing, and editing videos for various mediums and purposes.

Brand identity is an essential aspect of brands and businesses. Troy uses his D.A.R.T. Marketing Methodology to grow his client's business brand identity, reach, and profitability through the use of videos, social media, and digital marketing strategies that make use of storytelling.

As a marketing disruptor and elite social media strategist, his cumulative marketing strategies have amounted to \$135 million in revenue and counting for the companies he has worked with. Troy is also a featured speaker, consultant, streamer, marketing director, investor, and Twitter fanatic.

To know more, visit his [website](#) or any of his social media accounts: [Facebook](#), [Instagram](#), [TikTok](#), or [Twitter](#). You may also find his videos on YouTube and connect with him on LinkedIn or [Medium](#). Troy is also available for contact through his [email](#).

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