

Writing Sample - Professional/Edu/Org Website Content - OMCP.org

[I managed the branding and site development for OMCP.org, the digital marketing industry's first and foremost Professional Certification Organization, as well as writing all the content for the site before its maiden launch. While some of the content has since been modified slightly, the overall tone and messaging remains mine. Below is the "About" page and "Code Of Ethics," which both stand as I wrote them.]

About Us

It's no longer enough to simply *claim* expertise as an online marketer. Employers and clients know that they are best served by marketers whose skills and knowledge are current and verified.

One way that marketers stay current is through ongoing professional education, and active participation in industry groups and events. OMCP Certification verifies our members' dedication to such professional development, helping marketers to distinguish themselves in a crowded marketplace, and employers to make informed hiring decisions.

The OMCP mission is to continually improve the standards of practice, education, and employment of online marketers. This is accomplished through:

- *Maintenance of the competency and exam standards for online marketing in coordination with industry leaders*
- *Certification and credentialing of individual practitioners, agencies, and educational institutions*

Join Us

The ongoing development of OMCP standards and practices is a cooperative effort by the industry's leading marketers, authors, employers, and educators.

Work alongside the most prestigious leaders in the industry by joining one of the OMCP [standards committees](#).

A growing number of [training programs and higher learning curricula are OMCP Authorized](#). Get recognition for your program by letting us know about it below.

Employers and clients are looking for [OMCP Certified marketers](#). If you're an employer and want to interview OMCP certified practitioners, let us know below.

OMCP does not provide training directly.

OMCP is a professional certification that recognizes training from a growing, vetted list of [the online marketing industry's best known educational institutions](#), and participation in [the industry's top events in a variety of capacities](#). When you're an OMCP Certified Professional, your customers, coworkers, and partners are assured that you're committed to staying at the top of your game by maintaining ongoing professional development through the industry's top training providers, organizations, and industry events.

If you'd like to learn more about OMCP, [visit the frequently asked questions](#), or contact us.

Code Of Ethics

Members are encouraged to embrace these core tenets:

- To offer the most effective recommendations possible by remaining current with evolving industry trends and best practices.
- To fairly and honestly represent the best interests of the client.
- To avoid actions or omissions that are harmful to any person or entity, and to adhere to all applicable laws and regulations.

OMCP is founded on the belief that clients are best served by marketers whose skills and knowledge are current; that a marketer's dedication to ongoing professional development is a hallmark of excellence; and that providing a measure of that dedication helps marketers to distinguish themselves, and helps their clients to make informed decisions.

In addition to recognizing the value of such ongoing education, OMCP is committed to the highest ethical standards and professional values for its members, its partners, their clients, and the community. We encourage marketers to embrace those standards and values in their daily business, to implement tactics and strategies that reflect them, and to strive for outcomes that fairly benefit all parties.

What if I feel an OMCP member or partner has violated the Code of Ethics?

The OMCP Code Of Ethics is a voluntary standard to which we encourage our membership to aspire. At this time, OMCP does not have a mechanism for monitoring the daily practices of its members.

However, if you feel an OMCP member or partner has acted in a way that is contrary to the intent of the Code Of Ethics, we encourage you to:

- Communicate your concerns directly to the member/partner
- [Contact OMCP with your concerns](#)

Repeated instances of verified violation may result in the suspension of the member's OMCP status.