





# OMCA Competencies Standard: DRAFT



Foundation Document 2015-12 by Greg Jarboe, President SEO-PR, Author, YouTube Marketing an Hour a Day (Wiley) AND Jane Flint, OMCP Membership Director

Ratified 2015-05 by: 2015-05 OMCP Standards Committee including Ilonka Laviz of Procter & Gamble, Jamie Berger of Dell, Sean Kainec of Home Depot, Avinash Kaushik of Google, MJ DePalma of Microsoft/Bing, Michael Stebbins of Simplilearn, Scott Milrad of Market Motive, and Jane Flint of Kaiser Permanente.

Modified by: Michael Stebbins, OMCP 2016-03 for formatting and structure