



Marc Helfer (and Bedavi)
Owner & Chief Creator
Earthstar Interactive

As owner and Chief Creator for Earthstar Interactive, Marc Helfer leads the development of internet marketing strategies that help companies stay a step ahead in the ever-changing universe of digital marketing and search engine optimization.

Marc reads internet marketing trends with the ease most people read the Sunday comics. That's because the web and it's possibilities are like a second language to him—a third, actually. As a boy in Germany, he became one of the youngest members of a computer club, developing code and syncing servers manually before the internet was born (though he doesn't claim to have invented it). The bug bit hard, and exploring pursuits in the online world became a life-long passion.

Marc's other interests debuted early on in his degrees: an undergrad in Equine Sciences and a MBA with honors in International Hospitality and Tourism. Prior to forming Earthstar Interactive, Marc served as an internet marketing manager for one of the Gulf Coast's largest resorts, and adds a specialization in hotel SEO marketing to his work through Earthstar.

Before then he also spent time as a certified guide on horseback in Yellowstone National Park with his trusted mount and loyal companion of more than 18 years, Bedavi. A "nature boy" at heart, Marc still seeks opportunities to promote a connection to the wilderness and the wildlife who share our planet, both through his work and through his writing about horses and that magical park that stole his heart.