

Frank DeBlasi^{((•))}

Media Kit

Biographies • Media Resources • Photos • Press Features



frankdeblasi.com

Table of Contents

Professional Biography

A comprehensive overview of Frank DeBlasi's professional background, experience, achievements, and digital expertise.

Entrepreneur Biography

Highlights Frank's entrepreneurial journey co-founding and building Hoopla Doopla, Frank's online businesses.

Mentor Biography

Showcases Frank's role as a mentor, educator, and advocate for helping entrepreneurs and students develop digital skills.

Media Guest Biography

A media-focused profile designed for interviews, podcasts, television appearances, and expert commentary opportunities.

Author Biography

Covers Frank's writing background, published works, and upcoming book projects exploring business, life, and personal experiences.

Interview Topics

A list of topics Frank is available to discuss, including entrepreneurship, digital marketing, branding, AI, and online business.

Frank Facts

A quick-reference summary of key career highlights, credentials, accomplishments, and areas of expertise.

Testimonials

A collection of endorsements and feedback highlighting Frank's expertise, teaching, mentoring, and professional impact.

Contact Information

Details for media inquiries, interview requests, speaking opportunities, and collaboration opportunities.

Social Media

Direct links to Frank's official social media profiles for additional information and resources.

Professional Biography

Two Decades of Creativity and Ingenuity

Meet Frank DeBlasi

Web Design, Digital Media & Online Strategy Expert

Frank DeBlasi is a web design and digital media professional with over 20 years of experience helping businesses build, manage, and grow their online presence. He specializes in website design and management, online branding strategy, and content optimization for performance and usability. Frank is also the co-founder of Hoopla Doopla, a successful online shopping portal, and has created digital solutions for award-winning companies across multiple industries.

Frank's expertise and insights have been featured on major media networks including Fox Business, Fox News, and ABC, as well as in leading magazines, online publications, radio shows, and podcasts. His ability to translate complex digital concepts into practical business results has made him a trusted voice in web design and online marketing.

With extensive experience in website management, online content, and branding, Frank brings hands-on knowledge of HTML and CSS along with a strategic understanding of modern website design, SEO best practices, accessibility, and user experience. He is known for building websites that are not only visually polished, but also optimized for search visibility, performance, and conversion—helping businesses attract the right audience and turn visitors into customers.

Mentoring & Media

Frank is passionate about education, mentorship, and community involvement. As a volunteer mentor with SCORE, the nation's largest network of business mentors, he helps small business owners and entrepreneurs develop stronger online digital strategies and presence. He also teaches web and digital media courses at his local public library and volunteers as a career night panelist and guest speaker at his local high school.

In addition to his mentoring work, Frank regularly appears as a media guest on television programs, podcasts, and online platforms, where he shares expert insights on web design, digital marketing, online branding, and small business growth.

Full Website Document

<https://frankdeblasi.com/meet-frank-the-web-professional/>

Entrepreneur Biography

What's all the Hoopla about?

Putting Money in the Pockets of Online Shoppers

Frank DeBlasi is a seasoned entrepreneur and website building expert with a passion for building digital platforms that help online shoppers save money. With over two decades of experience in website design and digital marketing, Frank specializes in creating consumer-focused solutions that drive results.

Building a Money-Saving Platform for Online Shoppers

In September 2008, during a challenging U.S. economic climate, Frank DeBlasi and cofounder Tom Cangle began developing a web-based money-saving portal for online shoppers. The goal was simple: help consumers find coupon codes, discounts, daily deals, and cash-back offers from trusted online retailers.

With no outside funding and limited resources, the founders relied on their combined 15+ years of web design and programming experience to build the entire platform from the ground up. That vision became Hoopla Doopla, an innovative online shopping and bargain-hunting website.

Frank DeBlasi's Role as Cofounder

As cofounder, Frank DeBlasi played a hands-on role in every phase of the company's growth. He designed and implemented Hoopla Doopla's user-friendly website interface, ensuring an intuitive shopping experience for consumers. Frank also established and managed the company's affiliate marketing relationships, partnering with merchants across thousands of online stores.

In collaboration with Tom, Frank helped design and build the platform's referral rewards program, encouraging user engagement and organic growth. He also led public relations and digital marketing campaigns that drove over \$1 million in online sales within the first six months, delivering measurable ROI for Hoopla Doopla's merchant partners.

Launching a Leading Online Bargain Website

Hoopla Doopla officially launched in early 2009 and quickly gained traction as a trusted destination for online deals and savings. Today, it remains a leading bargain-hunting website, offering consumers access to verified coupons, exclusive discounts, daily deals, and cash-back rewards from thousands of online retailers.

Entrepreneur Biography

Online Shopping Expertise You Can Trust

Beyond building successful digital platforms, Frank DeBlasi is recognized as an authority in online shopping education and safety. He helps consumers understand how to shop smarter, avoid online scams, and maximize savings—creating a safer, more rewarding online shopping experience.

Full Website Document

<https://frankdeblasi.com/meet-frank-the-entrepreneur/>

Mentor Biography

Learn the industry, from an industry expert.

Stay Ahead with Frank's Digital Strategies

Educating & Volunteering

With over 20 years of experience in website design, web development, and branding, Frank has a deep understanding of the digital landscape. He gives back to the community by sharing his expertise, teaching digital marketing and web development courses at his local public library, and volunteering as a panelist and speaker at high school career nights. Frank is dedicated to empowering others with the skills they need to thrive in today's digital world.

Mentoring & Coaching

As co-founder of Hoopla Doopla, a leading bargain-hunting website, Frank helps entrepreneurs and small business owners turn online activities into profitable digital marketing strategies. As a volunteer mentor with SCORE, the nation's largest network of small business mentors, he provides guidance in website design, branding, affiliate marketing, and digital strategy. Frank helps business owners refine their online presence, boost their brands, and implement effective digital strategies for long-term success.

Full Website Document

<https://frankdeblasi.com/meet-frank-the-mentor/>

Media Guest Biography

Bringing Knowledge to the Networks

Talk About it, with Frank

Frank DeBlasi is a digital media strategist, entrepreneur, and storyteller who thrives on sharing insights that matter. He has been featured on local, national, and international radio shows, podcasts, network television, and leading news websites—breaking down complex topics in web technology, affiliate marketing, branding, and entrepreneurship into real-world advice audiences can use.

Entrepreneurship Made Real

As the cofounder of Hoopla Doopla and a SCORE mentor, Frank brings firsthand experience in building and growing a business. He knows the struggles, celebrates the wins, and loves helping other entrepreneurs navigate their own paths to success.

Mastering Digital Media & Marketing

With over 20 years in digital media, Frank guides audiences through website strategy, online marketing, personal branding, and the latest digital trends. He also shares expert tips on smart, safe, and savvy online shopping—helping consumers and businesses alike make informed decisions in the digital world.

Frank doesn't just talk about digital media and entrepreneurship—he brings it to life.

Full Website Document

<https://frankdeblasi.com/meet-frank-the-media-guest/>

Author Biography

Stories That Shape Success—On the Field and in Business

About the Author

Meet Frank DeBlasi

Frank DeBlasi is a web professional, entrepreneur, mentor, media guest, and author whose career has been built at the intersection of business, storytelling, and real-world experience. Over the years, he has helped build, manage, and grow digital brands while also sharing insights drawn from a hands-on career in entrepreneurship and digital media. His work reflects a practical understanding of how business, a career and life constantly overlap, and how the lessons learned along the way often become the most valuable.

As a creator, Frank uses writing as a way to document experience and turn it into perspective. His books are not just stories—they are reflections of the decisions, challenges, and turning points that shape both personal and professional growth. Whether in business or life, he focuses on the idea that success is rarely a straight line, but instead a series of trade-offs, lessons, and defining moments.

His first published book, *Card From My Father*, is rooted in his lifelong passion for baseball and baseball card collecting. It blends personal history with the emotional connection between father and son, using the game as a backdrop for memory, identity, and connection. This work reflects a more personal side of his writing, centered on nostalgia, family, and the meaning found in small but powerful moments.

Frank's upcoming book, *The Trade Offs*, shifts into the world of business and decision-making, exploring the realities behind success and the sacrifices often required to achieve it. Drawing from his professional journey as an entrepreneur and digital strategist, the book captures the tension between opportunity, risk, and long-term vision.

Across both projects, Frank's writing connects business, baseball, and life experience into a single narrative thread: that everything meaningful comes with trade-offs, and understanding them is where clarity begins.

Full Website Document

<https://frankdeblasi.com/meet-frank-the-author/>

Interview Topics

Entrepreneurship and building online businesses

Digital marketing and branding strategies

Website development and online visibility

Affiliate marketing and ecommerce

Using AI for business and creativity

Lessons learned from building a business over 17+ years

Career transitions and personal branding

Mentoring entrepreneurs and students

Frank Facts

Web professional with 20+ years of digital experience

Co-founder of Hoopla Doopla, a cashback shopping platform

Media contributor featured on Fox Business, Fox News, ABC, CNBC, and more

SCORE mentor helping entrepreneurs build online businesses

Instructor teaching digital media, websites, AI, and marketing

Author of The Trade-Offs No One Talks About

Testimonials

"Frank took our website from informational to inspirational. Frank is truly a master of the graphic arts."

Stephen Allensworth, Columnist, New York Daily News

"Frank is an expert's expert on branding, and gave listeners amazing tips on how to have the best online presence."

Scott Passeser, Host, Radio Jobline, LINewsRadio.com

"Frank DeBlasi has been kind, helpful, and energetic while assisting me with my digital marketing campaign. I'm sure you'll have the same type of experience working with him."

Barclay Roper, DBA, MSF, College for Financial Planning

"Frank DeBlasi has been an incredible mentor through SCORE, going above and beyond with his detailed insights and thoughtful guidance. His expertise provided clear, actionable steps that have helped me start my business. His ability to break down complex challenges into manageable solutions was remarkable, and his recommendations have been so helpful in shaping my strategy. Frank's dedication and willingness to volunteer his time have been invaluable, and I am immensely grateful for his impactful support in helping me set my goals."

Erin Resch, Founder, Eco Ethos

"I recently came across one of the best online money-saving sites. HooplaDoopla.com."

Charlie Stroller, Columnist, Financial Advisor Magazine

"Frank DeBlasi and Tom Cangle teamed up to turn shoppers into revenue-sharing partners with Hoopla Doopla."

Cindy Schwalb, Web Editor, Kiplinger.com

Testimonials

"Frank DeBlasi has been nothing short of an absolute pleasure to work with. I met Frank through a good friend, and with a noticeably short window of time to prepare for a trade show that our company decided to attend. Frank was ready to tackle all of these hurdles, IMMEDIATELY. We ran ideas by each other, We created a to-do list and had dates for completed tasks from anything ranging from Business Cards, Brochures, or just adding more bolder colors to existing artwork, Web work, every aspect of graphic design, A fresh bold new look for our company. Frank helped with his craft, make our brand look even more refined than we already were. These jobs are very meticulous, with the booth design team being on the other side of the world in the middle east, Frank was able to manage communication whenever I needed him, He understood the difference of time zones, and the best times to work in unison with both groups. Now our company is going back to that trade show in a new year, in about a month. We have already been working with Frank to prepare everything in the same manner as last year, just on a much larger scale! We know that working with Frank from start to finish, we can rest assured knowing that all our design and media needs are fulfilled in a timely manner, with personal care, from a very friendly person that is very welcoming and easy to work with. I would highly recommend anyone from an entrepreneur to a large corporation, Frank DeBlasi is a great guy to go to for any graphic design, web expertise, media, you name it, you won't be disappointed!"

Omar Afzal, Director, Capella Flavors

"I am grateful for the timely pairing with a mentor, and the aligned mentor matching I received. My Mentor Frank DeBlasi offered very helpful, insightful advice and understood my needs with quick clarity. I now have a new and reliable business connection because of SCORE. I am grateful for your program and will be glad to refer colleagues and classmates to your office. Thank you very much again."

Esa Chanel, Owner, Esa Chanel LLC

Full Website Document

<https://frankdeblasi.com/frank-deblasi-testimonials/>

Contact Information

Frank DeBlasi

Web Professional | Entrepreneur | Mentor | Media Guest | Author

Website

frankdeblasi.com

Email

frankjdeblasi@gmail.com

Location

Oakdale, New York

Social Media

LinkedIn

linkedin.com/in/frankdeblasi

YouTube

youtube.com/user/frankjdeblasi

Facebook

facebook.com/FrankDeBlasiConsulting

Instagram

instagram.com/frankdeblasi

X

x.com/frankdeblasi