

SETH LONGHURST

DIGITAL MARKETING STRATEGIST

GET IN TOUCH:



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SUMMARY

Digital marketing strategist with eight years of experience helping brands engage with their stakeholders online.

- I am a listener, questioner, and collaborative problem-solver.
- I am passionate about experience.
- I am smart, experienced, and polished.
- I get things done.

EXPERIENCE

MARKETSMART (*Direct Marketing and Interactive Agency*), College Park, MD
Director of Interactive Strategy and Digital Operations | 2011 - Present
Oversaw strategy for numerous web development, email marketing, direct mail, and application development projects for non-profit, association, and corporate clients including: "Association of the United States Army," "American Diabetes Association," "Navy-Marine Corps Relief Society," "Human Rights Campaign," "City of Hope Medical Center," "JDRF," and "The California Academy of Sciences."

EMP (*Custom Publishing and Social Media*), Washington, D.C.

Marketing Manager | 2010 - 2011

Designed and developed three web sites, countless sets of collateral materials, online and print advertisements, e-mail campaigns, presentations, and proposals.

FREESTYLE MARKETING GROUP (*Full-Service Agency*), Salt Lake City, UT

Account Manager | 2007 - 2010

Developed and implemented marketing strategies for clients including "Industrial Supply Company," "First Utah Bank," "Jupiter Bowl," "Grove Park Inn." Managed print, direct mail, television, radio, outdoor, mobile, e-mail, web development, search engine optimization, and online marketing campaigns.

SDA (*Non-Profit Trade Association*), Salt Lake City, UT

Business Development and Marketing Manager | 2005 - 2007

Speakeaded the marketing and business development efforts of the organization through the creation of the association's first website, email marketing program, and extensive sets of collateral pieces. Played a key role in winning several corporate accounts, including First American Corporation and Wells Fargo Bank.

EDUCATION

WESTMINSTER COLLEGE Salt Lake City, UT | 2004 - 2007

B.S. Business: Marketing Concentration
Economics Minor, Honors Program Certificate

AFFILIATIONS

DC AD CLUB, AMERICAN MARKETING ASSOCIATION

EXPERTISE

- Online Marketing
- Email Marketing
- Search Engine Optimization
- Social Media Marketing
- Web Development
- Marketing Automation
- Marketing Strategy
- Advertising
- Branding
- Graphic Design

PROFESSIONAL SKILLS

Online Marketing: Google Trends, Google Adwords, Microsoft AdCenter, Facebook Ads

Quantitative: Google Analytics, PiWik, SPSS
Microsoft AdCenter, Facebook Ads

Programming: HTML, CSS, PHP, JavaScript

CMS/CRM Systems: Wordpress, Expression Engine, Convio/Blackbaud, BSDTools, Salesforce.com, SugarCRM

Marketing Automation: Net-Results, Hubspot, Marketo, Active Campaign

E-mail Marketing: MailChimp, Constant Contact, iContact, Emma, Campaigner, Vertical Response, Campaign Monitor

Social Media: HootSuite, Tweetdeck

Design: Acrobat, Photoshop, Illustrator, InDesign, Dreamweaver

Video Editing: Premiere, After Effects, Final Cut, Motion

EXTRA CURRICULARS

- Have run a freelance digital marketing consultancy, "MEGASETH," since 2007
- Regularly volunteer online marketing services to causes I care about
- Enjoy all things digital - design, photography, blogging, video editing, audio mixing, etc...