

# SETH LONGHURST

## DIGITAL MARKETING STRATEGIST

GET IN TOUCH:



Website  
megaseth.com



Mobile  
+1(801)628-3345



Email  
seth@megaseth.com

## 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  
Oversee 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

Spearheaded 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 Analytics, Google Trends, Google Adwords, PiWik, Microsoft AdCenter, Facebook Ads

**Quantitative:** SAS, SPSS

**Programming:** HTML, CSS, PHP, JavaScript

**CMS/CRM Systems:** Wordpress, Expression Engine, ModX, 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

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