



SCA

SETH C. ANTHONY

DYNAMIC, ENERGETIC COMMUNICATIONS EXPERT WITH AN ANALYTICAL MIND
1901 MOUNTAIN VIEW ROAD | MIDDLETOWN, PA | 17057

ABOUT SETH

What do you get when you blend a natural writing ability with a knack for data analysis and a management degree? Someone who looks at research, marketing, and business intelligence from a whole new perspective.

SKILLS

Marketing Campaign Management
Business Financial Operations
Customer Service & Sales
Content Creation
Data Visualization
Copy Writing
Editing & Proofreading
Traditional Media Engagement
News Release Writing
SEO / SEM / SMM
Web Design
Wordpress
Data Analysis

EXPERIENCE

DIRECTOR OF SALES, MARKETING & BUSINESS DEVELOPMENT • HOLLERAN • DECEMBER 2018 TO PRESENT

- Acted as the head of the sales and marketing team for a research and consulting firm.
- Oversaw all sales and marketing efforts, including both new and repeat business.
- Lead multi-function teams to streamline internal processes and develop new offerings.
- Directed all marketing efforts, including print, digital, sponsorship, and other budgets.

COMMUNICATIONS DIRECTOR • VARSITY • FEBRUARY 2017 TO DECEMBER 2018

- Managed and executed the communications efforts of a boutique advertising agency.
- Directed digital marketing efforts for clients, including search engine optimization and marketing, display, social media marketing retargeting campaigns.
- Responsible for ghost writing content for clients and senior leadership
- Wrote and pitched stories for traditional and digital media outlets.

WEB DESIGNER & SOCIAL MEDIA MANAGER • MASONIC VILLAGES OF PENNSYLVANIA • JANUARY 2015 TO FEBRUARY 2017

- Managed online presence and digital reputation.
- Responsible for SEO, SEM, and SMM campaigns and initiatives.
- Performed day to day updates and maintenance of several social media accounts and CMS based websites.

DIRECTOR OF COMMUNICATIONS • PA MASONIC YOUTH FOUNDATION • OCTOBER 2008 TO JANUARY 2015

- Directed statewide communications and training efforts.
- Responsible for writing traditional and digital media content, including editing and publishing one monthly and two bi-monthly newsletters.

EDUCATION

MASTERS OF SCIENCE, ORGANIZATIONAL MANAGEMENT • 2008 • CAPELLA UNIVERSITY
BACHELOR OF ARTS, PSYCHOLOGY • 2006 • EDINBORO UNIVERSITY OF PENNSYLVANIA



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