

# Seth Mohs

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## Career Experience

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### Director of Digital Marketing | TalentQuest (2020 to 2022)

- Growing traffic 7% per month (130% in past 12 months) with new digital marketing strategy:
  - Organic traffic up 40% through content optimization, SEO, and site redesign
  - Paid traffic up 300% via SEM, social and display ads in Google, LinkedIn, and others
  - Return visits up 3X through retargeting campaigns with focused advertising creatives
  - Social media following up 2X with content focused on trends and product questions
- Customer churn down 6% (past 12-months) through improved client communications
  - Structured newsletters, onboarding materials and instructional videos
- New advanced analytics enable clear, rapid decision-making by product & business leaders:
  - Optimizing marketing spend through reporting on web traffic and online advertising ROI
  - Enabling Sales to target active prospects and customer activity with custom messaging through detailed reports on sales, promotions, and customer visits
- Accelerating sales processes with newly defined journeys, sales cadences, and product demos

### Head of Digital Marketing & eCommerce | Solv Wellness (2019 to 2020)

- Increased Amazon revenue by 165% in the first quarter by optimizing keyword selection and streamlining marketplace listings
- Continued to grow website sales by 5% per quarter by optimizing paid advertising campaigns and SEO strategies with a strong campaign ROI of 3:1
- Led company rebranding efforts, including the launch of two new retail products
- Reduced customer call duration times by 6% through the integration of both Amazon and Shopify order data into Salesforce CRM
- Increased referrals by 4% per year through integrated marketing campaigns using Salesforce Marketing Cloud

### Digital Manager | Kellen (2015 to 2019)

- Grew online audience 300% and user engagement by 400% through execution of social and content marketing strategies
- Collaborated with account teams to structure enterprise roadmap and strategy for 65 clients
  - Led design and implementation of websites and digital strategies
  - Built social media, search marketing, content marketing and public relations programs
- Introduced multivariate testing with 20% increase in customer conversion rates over 3 months

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## **Consultant | Freelance**

**(2013 to 2015)**

- Drove 35% quarterly revenue growth for an eCommerce start-up within Assurant through optimized content and social media strategy
- Developed interaction design concepts and documentation for a travel application for IBM
- Ignited 4% monthly customer subscription growth of the Billian's HealthDATA portal through optimization of user experience, social promotion, and expansion of buyer personas

## **Associate Director, Digital | AT&T**

**(2009 to 2013)**

- Grew annual revenue by \$25M through the design and development of new advertising
- Led and mentored a 60-person team that designed and deployed 500 new mobile-friendly B2C customer websites each week while supporting and maintaining 50K total sites
- Established design concepts, guidelines and processes for designers, developers, proofers, and domain experts with a focus on customers' brands

## **Director, Online Products | Billian Publishing**

**(2006 to 2009)**

- Helped lead the company's transformation from print to digital, creating a new digital line of business over 18 months that generated \$45,000 revenue in first year of operation
- Led a 12-person team that conceived, developed, and operated 9 B2B & B2C digital products
- Grew organic website traffic by 25% by creating and executing a social media strategy
- Grew overall website traffic by 36% while reducing expenses by over 50% through optimization of the technology stack and enhanced to design

## **Webmaster | Internap**

**(2002 to 2006)**

- Led the web design and develop team, defining corporate branding, creative direction, and user experience for both intranet and customer-facing Web sites
- Collaborated with Marketing and external agencies on brand refinement, SEO, and SEM initiatives
- Led content management platform selection and implementation, providing optimized tools for content delivery
- Integrated web beacons to drive data-based design decisions using website analytics

## **Consultant | Booz Allen Hamilton**

**(1999 to 2002)**

- Trained and mentored the 9-person team that designed and developed the award-winning Web Portal for the U.S. Air Force Logistics directorate while on assignment at the Pentagon
- Developed UX guides for all divisional branding – subsequently used for all Web and print
- Doubled contract scope after 9/11, coordinating USAF Logistics personnel around the world
- Recognized for achievements with two Outstanding Performance Awards from Booz Allen Hamilton and the Air Force 4-star Award – the highest honor granted to civilian personnel

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## **Education**

**Bachelor of Science in Digital Marketing**

Bellevue University, 2018