

S. Seth Weisfeld

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Digital Marketing and Technology Executive

Bridging the Gap between Innovation and Execution

Accomplished executive with a proven track record of *designing and implementing strategic initiatives* while *dramatically boosting revenue and profitability*. Deep experience in *1:1 consumer relationships* enabled by *bleeding edge technologies* that drive brand awareness, customer satisfaction, and bottom line results.

Demonstrated track record in:

- **Building successful businesses** from the ground up.
- **Turning around** under-performing business units.
- **Launching digital marketing** programs that create **millions** in new revenues for major American brands.
- **Building, motivating and managing teams** toward peak performance levels, aligning corporate interests with individual needs.
- **Developing new business** through networking, cold calling, trade shows, and successful execution of new corporate marketing campaigns.
- **Design and implementation** of major technology developments, from initial concepts to production phases.

CORE COMPETENCIES

- P&L Ownership/Management
- Budgeting/ Forecasting
- 1: 1 Consumer Relationship Management
- Digital Advertising
- Managing Cross-functional Teams
- Online Direct Marketing
- Email Marketing and Deliverability
- Account Management
- New Business Development
- Versatile & Fast-paced Startup Environments

HIGHLIGHTED CAREER ACHIEVEMENTS

- **Launch of AdRevolution** – Co-founded business and profitably built from \$0 to \$6m in revenue. Business is now one of the largest players in B2C direct email marketing.
- **Growth of Brilliant Marketing** – Increased profit from \$500k to \$1.5m per year through process development, and focusing the founder's creativity toward execution.
- **Growth and Stability at Market Leverage** – Increased profit from \$480K to \$1.2m per year through client acquisition, software development, technology re-architecture, and innovative business model.
- **Business Consultant** – Several 3–6 month consulting projects helping nascent startups build alpha products and business lines. Extensive experience in versatile project management situations and accelerating startup growth.

PROFESSIONAL EXPERIENCE

Market Leverage Interactive Advertising, Orlando, FL
General Manager, Email Solutions

2009 -- Present

- Solely responsible for an independent email business unit on pace to generate \$4.5m per year in gross revenue, generating the majority of corporate income.
- Turned around unit, increasing revenue by over 65%, and profit by more than 100%.
- Served as defacto IT Lead for email systems, delivering over 300 million email messages per month.
- Successfully drove ROI for major brands including AT&T, Palm, Gerber, and eHarmony.com.

- Business development and account management for all division clients, including acquisition of major email list provider, providing 50% lift in overall revenues.
- Directly managed the development of a new email advertising platform. Employed agile development principles resulting in 30 day development period for a live beta, and 60 days to a 1.0 release, within a modular code structure optimized for iterative enhancement.
- Advised CEO and COO of parent company on how to navigate challenges associated with negative economic and market place trends. Drove significant profits to help sustain an otherwise challenged core business.
- Closed major deals for sister business units, including a large Daytona International Speedway multi-channel advertising campaign. Simultaneously sold the project, developed campaign strategy, and acted as the primary tactical contributor. Generated 315% of the client's ROI goal.

AdRevolution, Austin, TX

2005 -- 2008

Co-Founder and General Manager

- Grew business from \$0 to \$6m in revenues (and into profitability).
- Successfully tested three distinct business models, settling on a network model that generated \$3m in annual revenues in first year of launch (2007).
- Designed disruptive, market-leading technology (NIME) that has demonstrably increased client revenues 400% through 1:1 targeting and personalization.
- Developed all operational processes from the ground up, including defining and reporting against KPIs and ensuring repeatability and sustainability of all key processes.
- Managed all advertiser and publisher relationships. Brought in first 10 advertiser and publisher deals.
- Rewarded for success with largest stock grant in the history of the business.

Brilliant Marketing, Austin, TX

2004 -- 2005

Director, Operations

- Grew business from \$2 to \$5m in revenues (tripling profitability).
- Developed all operational processes from the ground up, leveraging sophisticated A/B testing to increase client effective CPMs 4x.
- Managed all advertiser and publisher relationships.
- Recruited by CEO to join as Co-Founder in ADRevolution.

EDUCATION

Bachelor of Science in Electrical Engineering, University of Texas. Recruited in late 2004 to join Brilliant Marketing. Did not complete degree program.

Science Academy of South Texas, Mercedes, Texas, Graduated 2002. Placed 8th in *Newsweek's* listing of "America's Best High Schools".

SKILLS

Finance – profit & loss statements, expense accounting, revenue and profit projections, cost management

Business Development – prospecting, contract negotiation, relationship management

Legal Constructs - contracts, legal review, business terms

Email Marketing – design standards, multivariate and A/B testing, segmentation, lifecycle ROI, KPIs

Email Delivery and Best Practices – IP and domain reputation, authentication (SPF/DK/DKIM), SMTP transactions, bounce processing, ISP relations, CAN-SPAM compliance

Microsoft Office - high-level skills in Excel, Word, PowerPoint

Adobe and Macromedia Suite - Photoshop, Illustrator, Dreamweaver, Fireworks, Flash

Modern Web Development, Design and Best Practices – XHTML/HTML, CSS, JavaScript/AJAX

Working LAMP Environment Knowledge – *nix command line, php, mysql