

SETH SWIATKOWSKI

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SethSwiatkowski.com • Hellertown, PA

Profile:

Digital marketing specialist with 7 years of experience developing, managing, and implementing Internet marketing and advertising strategies to increase brand awareness, lead generation, and sales.

Skills & Knowledge:

- **SEO** (On-page/Off-page/Technical SEO, keyword research, site audits, competitor analysis)
- **Content Marketing** (Copywriting, topic ideation, blog articles, case studies)
- **Certified in Google Ads** (Search, Display)
- **Digital Advertising and Retargeting** (Facebook, Instagram, X, LinkedIn, Snapchat, YouTube, Spotify, Google ads, PPC, Display ads, Yelp ads, Geofence ads, Amazon ads)
- **Email Marketing Platform Knowledge** (proficient using HubSpot, AWeber, MailChimp, Campaign Monitor, Maropost, Listrak)
- **Email Marketing Campaigns & Automation** (Newsletters, broadcast emails, trigger emails, sales emails, auto-sequence campaigns, list segmentation)
- **Social Media Management** (Facebook, Instagram, X, LinkedIn, Pinterest, YouTube - Experience with content calendar creation)
- **Web Design, Data Analysis, Reporting, Analytics** (Google Analytics, Google Search Console)

Professional Experience:

reSAWN TIMBER co. - Telford, PA

2022-Present

Marketing Specialist

- Managed and optimized a WordPress website for a prominent luxury wood manufacturer
- Applied SEO best practices to improve search engine rankings and drive organic traffic
- Performed keyword research for articles, site audits, and competitor analysis using SEM Rush
- Enhanced website performance and user experience, resulting in increased engagement and conversions
- Managed company's Google ad campaigns (Search and Display)
- Maintained monthly reporting and web analytics (Google Analytics, Google Search Console)
- Spearheaded new product launch meetings and department tasks
- Technical document creation (using Adobe Photoshop, Illustrator, and InDesign)
- Content creation (blog articles, case studies, social media, video production, photography)
- Strategized new marketing ideas and growth opportunities with Senior Management
- Provided marketing support for sales, samples, and R&D departments
- Proficient using HubSpot

Moving Targets Agency - Perkasie, PA 2021-2022
 Digital Marketing Strategist

- Managed 50+ client accounts for digital advertising, social media marketing, email marketing, and online reputation management
- Implemented new advertising strategies for Facebook, Instagram, and Geofence ad campaigns
- Tracked weekly KPI reports for email marketing and digital advertising campaigns
- Administered SEO audits and competitor research for clients
- Weekly client meetings discussing insights and ideas
- Created and administered weekly promotional emails for Moving Targets
- Brainstormed and strategized new advertising ideas and new industries for Moving Targets

Cherrybrook Premium Pet Supplies - Phillipsburg, NJ 2020-2021
 Marketplace Manager

- Developed and implemented sales and marketing strategies to successfully increase sales and orders from major e-commerce marketplaces (including Amazon, Walmart, Google, and Facebook)
- Advanced online revenue by 25% on all marketplaces
- Listed and promoted new products with appropriate pricing strategies
- Monitored and tracked KPIs such as orders, sales, and product inventory
- Worked closely with Senior Management to report KPIs and growth opportunities
- Planned weekly Amazon FBA orders and managed product inventory and shipments
- Addressed Marketplace customer service issues
- Assisted with social media and email marketing content calendar creation
- Supervised Google and Amazon advertising campaigns

Moving Targets Agency	Digital Marketing Strategist	2016-2020
Ivy Prep English Academy - South Korea	English Teacher	2012-2016
ICG Commerce - King of Prussia, PA	Procurement Specialist	2011-2012
TP Systems - Morristown, NJ	Internship	2010-2011

Education & Accomplishments:

Misericordia University - Dallas, PA	2006-2010
- Bachelor of Business Administration & Marketing	
Member of Business Professionals Club	2008-2010
President's Honor List	2007-2010
Misericordia University Men's Lacrosse Team	2006-2008
Member of South Korea's Men National Lacrosse Team	2014-2018