

# D. SETH MITCHELL

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## EDUCATION

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### University of Maryland

Robert H. Smith School of Business  
Bachelor of Science, Marketing & Management

May 2018  
GPA: 3.8

## SKILLS

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**Digital Marketing:** Google Analytics, Facebook Advertising, Shopify, Email Automation Software

**Content Writing:** Product Descriptions, Email, SEO Copy, Blogs, Social Media Posts, Reports, Brand Decks

**Design:** Adobe Creative Cloud (Photoshop, Illustrator, Lightroom), Photography, Final Cut Pro, Logic

## WORK EXPERIENCE

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### art & eden

New York, NY

*Digital Marketing & Content Strategist*

January 2020-April 2021

- Leveraged multichannel marketing plan to increase site revenue by 20% and site traffic by 50% YOY in 2021
- Achieved YOY revenue growth across digital channels in 2020 with almost no marketing budget
- Reimagined an extinct product offering into our all-time, best-selling digital product
- Convinced CEO to allocate funds for my marketing plan, which resulted in unprecedented digital growth
- Optimized email marketing, nearly doubling avg. open rates and improving conversion
- Designed company branding, marketing materials, and creative manuals to streamline workflows
- Managed all social media channels, social media advertising, website development & customer service
- Launched influencer and loyalty programs that furthered our customer acquisition and retention goals
- Directed international teams to deliver high quality creative and digital performance results at a low cost

### Dave Mitchell Coaching

Randolph, NJ

*Marketing Strategist*

July 2017 - January 2020

- Envisioned the “Dave Mitchell Coaching” brand and developed its website and marketing strategy, ultimately enabling it to reach 35,000+ people online.

### Blue Ridge Church of Christ

Charlottesville, VA

*Campus Minister*

July 2018 - December 2019

- Organized team of 23 ministry leaders to execute 2019 fall retreat for hundreds of students
- Oversaw the church rebranding process and developed its email marketing strategy
- Spearheaded outreach opportunities personally inviting thousands of people to engage with our church

### Hope for Kids

Schwenksville, PA

*HOPE Youth Corps. Coordinator*

May 2016 – August 2019

- Restructured four of the organization’s programs, making them profitable for the first time in 11 years
- Managed 100+ volunteers who provided mentoring services to underserved children in Northern Philadelphia

### HOPE worldwide NY METRO Chapter

Randolph, NJ

*Intern*

September 2013 - May 2014

- Co-Founded “Personal Fitness Challenge,” which raised \$10,000 in support of HOPE worldwide
- Worked with school principal to convince our department of education to allocate \$10,000 toward my senior project

## HONORS AND AWARDS

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- Won 2<sup>nd</sup> place at UMD's social innovation competition, “The Do Good Challenge,” for founding the organization, Running Water. April 2017
- Recipient of the “Outstanding Student Award” presented by UMD’s LTSC Department May 2016
- Youngest finisher of Ironman triathlon competition in Mont-Tremblant, Canada August 2014
- Awarded “NJ Spirit of a Hero Award” by First Lady Mary Pat Christie May 2014