

Contact

www.linkedin.com/in/seth-burger
(LinkedIn)

Top Skills

Public Relations
Social Media
Photoshop

Seth Burger

Director of Marketing | Full Stack Digital Marketer
Fort Lauderdale

Summary

I am a well-versed digital marketing enthusiast with experience utilizing cross-functional principals in sales, operations, and HR to create truly integrated marketing communications, both internally and externally.

Past experiences have granted me the opportunity to develop and scale marketing strategies surrounding PPC, SEO, social media, content, branding, tradeshow, PR, e-mail, and partnerships. I am at my best when I am identifying areas where technology and integrated solutions can lead to increased efficiency, productivity, or positively impact KPIs.

My core skills & tech stack includes:

Google Ads | LinkedIn Ads | Microsoft Advertising | Facebook Ads | SEMrush | Ahrefs | Screaming Frog | SEO PowerSuite | Search Console | Analytics | Tag Manager | CallRail | SnapEngage | Salesforce | Campaign Monitor | Adobe Creative Cloud | PageSpeed Insights

In my free time I enjoy hiking with my dog, going to the gym or playing sports, cooking new recipes, and finding new music to listen to.

Experience

Chetu, Inc.

7 years 7 months

Director of Marketing

July 2018 - Present (3 years 8 months)

Miami/Fort Lauderdale Area

Marketing Manager

August 2017 - July 2018 (1 year)

Miami/Fort Lauderdale Area

PR & Content Manager
April 2015 - August 2017 (2 years 5 months)
Miami/Fort Lauderdale Area

SEO Content Writer
August 2014 - April 2015 (9 months)

Packing Service Inc.
Digital Marketing Specialist
March 2014 - August 2014 (6 months)
Miami/Fort Lauderdale Area

Four Star Advertising, Inc.
Advertising Intern
March 2010 - September 2010 (7 months)

Abbott Media Productions LLC
Production Assistant
March 2010 - September 2010 (7 months)

Education

Johnson & Wales University
Bachelor's Degree, Marketing Communications · (2005 - 2009)