



# Tim Seidler

## Digital Marketing & Business Development

I'm a creative, growth-focused digital marketer and operator who is passionate about developing assets, strategies, and systems that address customer pain points, deliver exceptional value, and create seamless, engaging experiences.

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### P R E S E N T

2023 - PRESENT

#### **Seafair | Marketing Manager**

Multi-channel digital marketing management and development for Seafair summer events including Seattle 4th of July, Torchlight Parade, and Seafair Weekend Festival.

Leading campaigns including web, email, social, collateral development and on-site coordination contributing to YOY increases in ticket sales, list growth, and brand awareness.

2015 - PRESENT

#### **MatteBlack | Owner / Founder**

Coordinating the acquisition and rapid development of digital-first assets and services to advance a portfolio of premium web properties through advertising partnerships.

##### **Asset Development & Design**

SEO-driven site architecture and content development focused on high purchase-intent opportunities in evergreen B2C verticals.

##### **Analytics & Reporting**

Data-driven, goal-oriented, strategic decision making through analysis of site analytics, 3rd party reporting, and affiliate tracking.

##### **Optimization & Expansion**

Funnel-driven execution of multi-channel efforts including email, social media, and paid advertising to increase conversion and ROI.

### P A S T

2015 - 2016

#### **TUI | Digital Marketing Manager**

Managed UX-centric divisional portfolio of 7+ North American adventure travel brands. Responsible for monitoring KPI's and making informed recommendations to brand managers resulting in increased traffic and conversions.

2013 - 2015

#### **Power Equipment Direct | Director of Merchandising**

Responsible for managing a marketing team of developers, writers, and designers in the conceptualization and deployment of new site functionality, SEO-driven content calendar, and product promotions for a portfolio of 11 e-commerce websites.

2011 - 2013

#### **Scrip Companies | Web Designer**

Designed promotional graphics and hand-coded emails for large e-commerce company serving chiropractic and massage therapy businesses.

## Education

**Columbia College Chicago | 2007**

Bachelor of Arts | Interactive Multimedia

## Skills & Proficiencies

- Digital Marketing
  - Email
  - Social Media
  - Content Dev
  - SEO
  - Web Design
  - UX / UI / CRO
- Microsoft Suite
- Adobe Suite
- Google Suite
- Wordpress
- Hubspot
- AHREFS
- MailChimp

## Achievements

**Organic revenue generation of \$1M in 1 year**

Outsourced, published, and monetized 3M+ words of content; achieving over 750k+ organic visits/mo and generating \$120k/mo in revenue in the same span.

**130% YOY growth of engaged social media audience**

Execution of consistent content calendar leading to 172k+ followers with high engagement metrics.

**Growth of email list to 75k+**

Captured and nurtured subscribers through email marketing segmentation and automation.