

SETH BARNETT

Cisco, TX | seth.barnett@cisco.edu

EDUCATION

Doctor of Business Administration

Johnson & Wales University, Providence, RI | August 2024

Dissertation: "Promotional Product Brand Message Effectiveness – A Study of Brand Awareness Using the Nudge Theory"

Master's in Legal Studies

American Public University, Charles Town, WV | August 2016

Graduate Certificate in Public Administration

Walden University, Minneapolis, MN | November 2011

Bachelor's in Management

Johnson & Wales University, Denver, CO | June 2009

TEACHING EXPERIENCE

Professor of Business

Cisco College, Agriculture and Business Division | August 2024 – Present

Courses Taught: Business Law, Principles of Business, Financial Accounting, Managerial Accounting, Personal Finance, Business Statistics

Guest Lecturer

Johnson & Wales University | 2019-2023

PUBLICATIONS

Books

"*Managing the Millennial Market*". New York: Seasoned Group, LLC. 2017.

Peer Reviewed Journals

"Bitcoin and Other Opensource Software Protocol Accounting Systems as an Accepted Global Monetary System." *Research Journal of Finance and Accounting*, 13, 10 (2022): 11-18.

"Application of Vygotsky's Social Development Theory." *Journal of Education and Practice*, 10, 35 (2019): 1-4.

"Informal Rulemaking and America's Non-Statutory Laws." *American Public University* (2013).

Professional Publications

"Value from Vulnerability in the Expanding International Supply Chain Market". *Newsweek Costa Rica*. 2022: 13.

"Psychology of Panic Buying". *Edge Magazine*. August 2020: 97-99.

"Borrowed Scale: Sharing Your Growth with Technology". *AIMpro Magazine*. March 2019: 76-77.

"Generational Selling". *PPB Magazine*. January 2017.

"Providing Peace of Mind". *Product Media Magazine, UK*. July/August 2016: 20-21.

Peer Reviewer

Asian Journal of Economics, Finance and Management

PROFESSIONAL EXPERIENCE

Senior Strategist

Lockton, Dallas, TX | August 2023 – May 2024

- Enhanced content strategy for Lockton's Texas Series by identifying communication gaps and providing strategic guidance for global expansion.
- Collaborated with digital design teams to showcase thought leadership and launched strategic messaging initiatives for clients in sectors such as nuclear energy, construction, real estate, and rail.

SETH BARNETT

- Developed and managed a comprehensive, searchable content library which included analytics and industry research for business development and thought-leading content.

Senior Lead Strategist

AT&T, Dallas, TX | August 2021 – August 2023

- Developed end-to-end marketing content strategies for AT&T to enhance consumer outreach, communications, and thought leadership.
- Conducted marketplace trend analysis and researched technology trends for various market segments, creating informational and actionable content on industry best practices, business strategies, and consumer trends for partner organizations.
- Drove SEO success through content mapping, data analysis, strategic planning, channel diversification, and performance tracking, significantly increasing non-client viewership.

Vice President, Content & Communications

AIM Smarter, LLC, Philadelphia, PA & Sheffield, UK | February 2018 – August 2021

- Designed and managed a strategic content plan from conceptualization through execution, achieving full senior leadership buy-in and fostering a culture of marketing thought leadership by researching industry trends and communicating adaptation strategies.
- Developed award-winning content for a 100-page proprietary quarterly magazine addressing client pain points and market trends, maintaining a 99.6% subscriber retention rate.
- Enhanced organizational brand presence by creating social media content, blog articles, and multimedia content, serving 3,000 organizations with an average 30% click-through rate.

LICENSES/CERTIFICATIONS

CITI Program

Social & Behavioral Research | 2021

HubSpot

Certified Content Marketer | 2020

Six Sigma Black Belt

Aveta Business Institute | 2019

SERVICE & LEADERSHIP

American Marketing Association, *Member* (Since 2020)

Association of Proposal Management Professionals, *Member* (Since 2023)

EPIC (Ethnographic Society), *Member* (Since 2020)

Red Shoe Society of Fort Worth, *Volunteer* (Since 2015)

Society for the Advancement of Behavioral Economics, *Member* (Since 2020)

Texas Diversity Council, *Member* (Since 2016)