

SETH BARNETT

Fort Worth, TX | 972.607.0555 | info@sethbarnett.com

EDUCATION

Johnson & Wales University

Doctor of Business Administration

Expected Sep. 2024

American Public University

Master of Arts, Legal Studies

Aug. 2016

Johnson & Wales University

Bachelor of Science, Management

June 2009

TEACHING AND LECTURE EXPERIENCE

Guest Lectures

Johnson & Wales University

2019-2023

“International Supply Chain Economics in a Post-COVID World”

“Marketing Yourself Online”

“Promotional Marketing: Leveraging Human Behavior in the Modern Economy”

Texas Christian University, Department of Continuing Education

2017-2018

“Generational Economics: A History of Selling”

“Small Business Digital Marketing”

Boise State University

2017

“Promotional Marketing: Leveraging Human Behavior in the Modern Economy”

University of Western Idaho

2017

“Promotional Marketing: Leveraging Human Behavior in the Modern Economy”

Other Relevant Teaching Experience

Frog Tutoring, Texas Christian University

2011-Present

Undergraduate and Graduate Tutor

PROFESSIONAL EXPERIENCE

Lockton

Dallas, TX

Senior Content Strategist

Aug. 2023- May 2024

- Identified and analyzed content and communication gaps to enhance the content strategy for Lockton’s Texas Series of companies.
- Collaborated with digital design teams to develop innovative methods of showcasing thought leadership.
- Provided strategic guidance for expanding content and communication programs to support a fast-growing, global organization.
- Led strategic copywriting, editing, and proofreading of all Lockton Texas Series materials to ensure clarity of message, brand, and style.
- Developed and managed a comprehensive content library with enhanced searchability for proposal development and thought-leading content.
- Launched strategic messaging initiatives with clients in sectors such as nuclear energy, construction, real estate, and rail.

AT&T

Dallas, TX

Senior Lead Content Strategist

Aug. 2021- Aug. 2023

- Developed end-to-end marketing content strategies to enhance AT&T’s consumer outreach, communications, and thought leadership.
- Conducted marketplace trend analysis and trend mapping by researching relevant technology trends for various market segments.

SETH BARNETT

Fort Worth, TX | 972.607.0555 | info@sethhbarnett.com

- Drove SEO success through content mapping, data analysis, strategic planning, channel diversification, and performance tracking, significantly increasing non-client viewership.
- Created informational and actionable content on industry best practices, business strategies, and consumer trends for partner organizations and associated business groups.

AIM Smarter, LLC

Vice President, Content & Communications

Philadelphia, PA
Feb. 2018- July 2021

- Designed and managed a strategic content plan from conceptualization through execution, including project scoping, topic definition, strategic scheduling, and content development, achieving full senior leadership buy-in.
- Fostered a culture of marketing thought leadership by researching industry trends, identifying potential impacts, and effectively communicating adaptation strategies.
- Developed content for a 100-page proprietary quarterly magazine addressing technical and theoretical client pain points and market trends, winning multiple industry awards and 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

Social & Behavioral Research, CITI

2021

Certified Content Marketer, Hubspot

2020

Six Sigma Black Belt, Aveta Business Institute

2019

PROFESSIONAL LEADERSHIP

Association of Proposal Management Professionals, Member (Since 2023)

EPIC (Ethnographic Society), Member (Since 2020)

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

Texas Diversity Council, Member (Since 2016)

Red Shoe Society of Fort Worth, Member (Since 2015)

American Marketing Association, Member (Since 2020)

SELECT PUBLICATIONS

Books

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

Peer Reviewed Journal Articles

"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

2023-Present