

# SETH BARNETT

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

## EDUCATION

### **Johnson & Wales University**

Doctorate, Business Administration

Expected Aug. 2024

### **American Public University**

Master of Arts, Legal Studies

Aug. 2016

### **Johnson & Wales University**

Bachelor of Science, Entertainment Management

June 2009

## PROFESSIONAL EXPERIENCE

### **Lockton**

Senior Content Strategist

Dallas, TX

Aug. 2023- Present

- Identified content and communication gaps and highlighted opportunities for progressing content strategy with Lockton's Texas Series of companies.
- Collaborated with digital design teams to develop methods of showcasing thought leadership.
- Provided guidance for the expansion of content and communication programs that supported a fast-growing, global organization.
- Lead strategic copywriting, editing, and proofreading of all Lockton Texas Series materials to ensure clarity of message, brand, and style.
- Developed, managed, and implemented a new content library with searchability for the development of proposals and thought-leading content.
- Helped launch strategic messaging initiatives with client areas that include nuclear energy, construction, real estate, and rail.

### **AT&T**

Senior Lead Content Strategist

Dallas, TX

Aug. 2021- Aug. 2023

- Develop end-to-end marketing content strategy for the betterment of AT&T's business to consumer outreach, communications, and thought leadership.
- Advise business teams on strategies to improve efficiency in content communications and marketing effectiveness.
- Organize marketplace trend analysis and trend mapping by researching relevant technology trends for small business, middle market, and enterprise clients and prospects.
- Drive SEO success through content mapping, data collection and analysis, strategic planning, channel diversification, and performance tracking, increasing non-client viewership.
- Developed 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

- Build and manage a business-aligned content strategic plan from conceptualization through execution including project scoping, topic definition, strategic scheduling, and content development, gaining full senior leadership buy-in.
- Cultivate a culture of marketing thought leadership by continually researching industry trends, identifying potential impacts, and effectively communicating adaption strategies, receiving constant feedback on an ability to apply to real-world applications.
- Develop content for a 100-page proprietary quarterly magazine addressing technical and theoretical client pain points, topics of interest, and market trends, winning multiple industry awards and contributing to a 99.6% subscriber retention rate.
- Optimize organizational brand presence by creating social media, blog articles, and multi-media content from brainstorming through publishing, serving 3,000 organizations with an averaging 30% click-through rate.

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## LICENSES/CERTIFICATIONS

<b>Social &amp; Behavioral Research, CITI</b>	2021
<b>Certified Content Marketer, Hubspot</b>	2020
<b>Six Sigma Black Belt, Aveta Business Institute</b>	2019

## PROFESSIONAL LEADERSHIP

<b>Association of Proposal Management Professionals, Member (Since 2023)</b>	<b>EPIC (Ethnographic Society), Member (Since 2020)</b>
<b>Society for the Advancement of Behavioral Economics, Member (Since 2020)</b>	<b>Texas Diversity Council, Member (Since 2016)</b>
<b>Red Shoe Society of Fort Worth, Member (Since 2015)</b>	<b>American Marketing Association, Member (Since 2020)</b>

## TEACHING EXPERIENCE

<b>Texas Christian University, Boise State University, Johnson &amp; Wales University, University of Western Idaho</b> Guest Lecturer, Marketing & Communications	2016-2022
<b>Frog Tutoring</b> Undergraduate and Graduate Tutor (TCU)	2011-Present

## 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
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