

## Seth Mason

### **Marketer of Profitable Businesses through Content**

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#### **Professional Summary**

- Serial entrepreneur and bilingual English/Spanish M.B.A. with 16 years of experience publishing written, visual, video, and audio content to define brands and carve niches.
- Creator, content marketer, and SEO manager of six niche business websites.
- Founder, creative director, and content marketer of a niche marketing consultancy.
- Publisher, creative director, and editor-in-chief of a multi-market niche newspaper and website.
- Contributor to several third party websites on a variety of topics.
- Talk radio and podcast host/producer.
- Proficient at WordPress, SEO apps, Google Analytics, Google AdWords, Hubspot, MailChimp, Adobe Creative Cloud, Audacity, and iMovie; working knowledge of CSS and HTML.
- Unique blend of creative and analytical ability.

#### **Relevant Experience**

**Founder, Creative Director, and Content Marketer, 2015-Present.**

**[Lowcountry Vistas Charleston, LLC.](#)**

Launched a landscape design and installation business that promotes native design expertise in an area heavily populated by newcomers. Nearly all business is procured through my content marketing efforts. More about this can be found on the [writing page](#) and [branding page](#) of my content portfolio website.

##### **Key Initiatives:**

- Spearheaded a digital marketing plan that emphasizes the native design brand to attract B2B (commercial) and B2C (residential) customers.
- Directed the creation of a dynamic website and filled the site with compelling, search engine-optimized written, visual, and video content as well as a clear call-to-action to maximize conversions.

##### **Accomplishments:**

- Grew annual project number from 0 to 24 with an average top line value of \$5,000.
- Grew annual revenue 100% year over year.
- Earned 12 of 12 five star Google reviews.

**Founder, Creative Director, and Content Marketer, 2015-Present.**

**[Charleston Spanish Tutor.](#)**

Launched a Spanish tutoring business that promotes teaching from the unique perspective of a non-native speaker who became natively-fluent like his customers wish to be. All customer conversions have been generated through content marketing.

##### **Key Initiatives:**

- Spearheaded a digital marketing campaign that underscores my unique non-native experience as the publisher of a multi-market Spanish-language newspaper, the creative director of a Hispanic marketing consultancy, and a frequent visitor of the Spanish-speaking world.
- Created a dynamic website and filled it with compelling, search engine-optimized written, visual, and video content to maximize conversions.

**Accomplishments:**

- Secured contracts with dozens of professionals seeking to learn Spanish for international travel and their careers as well as middle school, high school, and college students.

**Founder, Creative Director, and Content Marketer, 2017-Present.****[Best Gas Can U.S.A.](#)**

Launched an ecommerce solution that facilitates the buying and selling of gas cans and fuel dispenser accessories that pour effectively under the EPA's new no-spill design mandate.

**Key Initiatives:**

- Spearheading a digital marketing campaign that defines the marketplace competitive advantage from the perspective of buyers (B2B) and sellers (B2C).
- Expanding written and visual content while improving SEO and the associated AdWords campaign/landing pages through A/B testing.
- Working with a designer to improve UX.

**Founder, Executive Director, and Content Marketer, 2014-2015.****[Solidus.Center.](#)**

Launched a 501(c)(3) non-profit for a cause unique to the organization: the promotion of economic strength and stability, sound money, equality of opportunity, and reduced government debt by limiting the Federal Reserve System's influence on the U.S. economy.

**Key Initiatives:**

- Spearheaded a digital marketing campaign to engage key collaborators and the general public.
- Created a dynamic site filled with compelling, search engine-optimized written, visual, video, and audio content to generate interest in the cause, earning me television and radio interviews to further my message.

**Accomplishments:**

- Appeared on television and radio shows such as Cavuto: Coast to Coast and the Jim Bohannon Show.
- Spoke at the Atlas Network annual convention and the International Students for Liberty annual conference, the College of Charleston, and the Bastiat Society.
- Recruited a community volunteer in Los Angeles.

**Founder, Creative Director, and Content Marketer, 2008-2014.****Publicaciones el Nuevo Sur, LLC.**

Launched a niche Hispanic marketing consultancy that served small businesses that were unable to afford traditional Hispanic advertising agencies. All clients were procured through digital marketing and converted through content.

**Key Initiatives:**

- Spearheaded a multi-faceted digital marketing campaign that underscored the small business competitive advantage using written, visual, and audio content as well as a Google AdWords campaign.

**Accomplishments:**

- Won contracts to produce Spanish-language marketing materials for web, print, and radio outlets on behalf of dozens of domestic and international Anglo and Hispanic-owned small businesses.

## **Owner, Creative Director, Editor-in-Chief, and Content Marketer, 2002-2007. Vida Latina.**

Raised capital to purchase the intellectual property of the local Spanish-language newspaper I wrote and sold ads for. Rebranded the paper as a regional Spanish-language entertainment and current events publication, which differentiated the product and allowed for multi-city expansion. The differentiated, regional publication generated significant business from national advertising agencies representing national and international brands. More about this can be found on the [writing page](#) and [branding page](#) of my content portfolio website.

### **Key Initiatives:**

- Launched a multi-channel marketing campaign to promote the regional entertainment brand to regional and national businesses and the advertising agencies that represented them.
- Positioned the website as a Spanish-language entertainment and current events portal by publishing original content as well as daily links to third party content.
- Led an international team of writers and designers to publish dozens of quality print editions and hundreds of quality web editions on time and within budget.
- Earned the business free publicity by penning articles whose English versions were re-published in a number of print and digital mediums.

### **Accomplishments:**

- Grew circulation from 5,000 in Charleston, SC to 78,000 in 12 metropolitan areas throughout South Carolina and Georgia.
- Grew revenue 750%, primarily from patronage of regional and national advertising agencies who found the publication online.
- Interviewed several high-profile Hispanics, including Lino García, Director of ESPN Deportes, bestselling Mexican author Don Miguel Ruíz, and Colombian soccer superstar Carlos Valderrama.

## **Education**

### **Master of Business Administration, Marketing, University of Georgia - Terry College of Business**

- Graduate level business education. Marketing focus.

### **Bachelor of Science, International Business, College of Charleston**

- Formal business education. Marketing focus. Acquired skills transfer to domestic marketing.

### **Bachelor of Arts, Spanish, College of Charleston**

- Formal writing education. Literature focus. Acquired skills transfer to English writing.

## **Examples of My Content Production**

I approach content creation from a thoughtful eight step process, my businessman hat thoroughly in place throughout. The process consists of:

- 1) Determining goals.
- 2) Determining the audience I want to reach.
- 3) Researching keywords.
- 4) Researching how competitors have addressed their audiences with similar content.
- 5) Creating and uploading content.
- 6) Analyzing SEO and keyword targeting, editing as necessary.
- 7) Promoting the content.
- 8) Experimenting with the content to maximize conversions, implementing changes as needed.

## The process is exemplified by the following work:

1) This is the first post from my content marketing portfolio site. In it, I make the argument that tech startups need to hire content marketers from outside of the tech bubble:

<http://www.contentbysethmason.com/2018/01/08/tech-startups-need-content-marketers-from-outside-the-tech-bubble/>

2) Nearly all of my business' customer conversions are a direct result of my content marketing. I strive to make compelling arguments on my sites:

<http://lowcountryvistas.com/>

<http://charlestonspanishtutor.com/>

<https://bestgascan.us/>

3) This is a promotional video that I wrote, directed, and appeared in for my nonprofit:

<https://www.youtube.com/watch?v=TqmiANAQofc&index=2&list=PLiJMJIhVq3wFEsO0OWzt3RuKhTBZpGhv&t=0s>

An outline of the video production process can be found on the [audio and video page](#) of my content portfolio site.

4) This is the media kit I created for my multi-market Spanish-language entertainment and current events newspaper. In it, I conveyed our unique value position through empirical data as well as the written word:

<http://www.contentbysethmason.com/wp-content/uploads/2018/07/Seth-Mason-Charleston-SC-Vida-Latina-Media-Kit.pdf>

5) I created all of the content for my nonprofit. The exposure I gained through the content earned me opportunities to spread my message further on television and radio:

<http://solidus.center/>

6) This is my economics and politics blog:

<https://www.ecominoes.com/>

## **Additional Information**

- Ghost writer, [Seeking Alpha](#) (investment site).
- Host, [ECOMINOES Radio](#) (economics and politics talk radio show).
- Avid [photographer](#).
- Radio Production Intern, CNN Radio.
- Avid [musician](#).
- Volunteer, [Habitat for Humanity International](#).

## **References**

Dan Jeffers, Principal, Bolt Digital Strategies, [dan.jeffers@gmail.com](mailto:dan.jeffers@gmail.com)

Joe Morzuch, Owner, Morzuch Web Design, [jmorzuch@gmail.com](mailto:jmorzuch@gmail.com)

Eric Pinto, Designer, Thomas and Hutton, Inc., [pinto.j@thomasandhutton.com](mailto:pinto.j@thomasandhutton.com)