

Seth Arkin

10113 Old Orchard Court, Unit 101 • Skokie, IL 60076

(630) 220-7834 | setharkin@msn.com | www.linkedin.com/in/setharkin

Portfolio: www.setharkinportfolio.com | Blog: www.sethsaith.com

Proven & agile copywriter, proofreader and marketing communications professional ready to enhance organizational goals via compelling messaging, innovative methodologies and/or quality-control editing. Expertise includes developing website content and long-form blogging.

Professional Experience

Copywriter / Marketing Communications Consultant / Proofreader / Editor

Select Assignments and Projects • 2010-Present

- **The Bradford Group**, Niles, IL • Wrote several highly-praised ads, direct marketing letters and other vehicles to promote various collectibles sold by The Bradford Exchange and Hamilton Collection in a short-term assignment
- **ISACA**, Rolling Meadows, IL • Wrote a membership brochure, certification (CISA, CISM, CRISC & CGEIT) planning guides and e-blasts for a leading IT/IS association with 149,000+ members in more than 180 countries
- **Merrill Lynch / Benjamin Norrie**, Los Angeles, CA • Wrote distinctive professional profiles for a Merrill Lynch Financial Advisor who was also a VP for their Financial Advisor Training Program
- **The Freeosk**, Chicago, IL • Edited web copy, copy decks and internal communications for a leader in creating cutting edge retail sample kiosks and corresponding microsites
- **Sears Holdings Corporation**, Hoffman Estates, IL • Edited, wrote and proofread copy for Sears, Kmart and Sears Outlet sales circulars, emails, web banners and more within an in-house ad agency. In earlier stint as eCommerce Content Specialist for Sears' Home Appliances division, enriched Sears.com product content and maintained the Sears Blue Appliance Crew Facebook posts.
- **Schawk**, Chicago, IL • Ensured accuracy of Sears/Kmart sales circulars, OfficeMax signage, Jim Beam ads, Revlon displays and other materials as a proofreader throughout four high volume 4th Quarter stints
- **Medline**, Mundelein, IL • Wrote and edited copy for a new specialized-market medical supply catalog
- **Grainger**, Lake Forest, IL • Wrote and edited product copy for industrial supply catalogs and tabloid circulars
- **Bee-Line Communications**, Libertyville, IL • Supported creative development of Little Caesars new business campaigns as featured on AMC's *The Pitch*
- **Career Education Corporation**, Schaumburg, IL • Conceived and authored content for print, online, e-mail, collateral, broadcast, social media and other projects supporting corporate initiatives and CEC colleges, including Sanford-Brown, Le Cordon Bleu, IADT and AIU, during a six-month on-site assignment
- **Office Max**, Naperville, IL • Wrote content for Office Max and Reliable catalogs, circulars, websites and emails

Creative Director / Lead Copywriter

PeopleScout, Chicago, IL • 2007-2009

- Developed branding initiatives that resulted in the acquisition of several major accounts, including Delta Air Lines, Asurion, State Farm, Merry Maids, Cox Communications and Peapod
- Masterminded brand identity and marketing communications efforts for several of the world's premier employers, including Jenny Craig, Northwest Airlines, Convergys, those cited above and others
- Conceived and authored uniquely-branded, user-friendly websites that heightened visitor engagement for Delta, Aetna, Asurion and NEW Corp.; facilitated client communication for site review, revision and approval
- Devised corporate marketing strategies for PeopleScout, created multiple business-to-business ads, helped organize events and developed trade show identities built around client-branding initiatives
- Earned two Creative Excellence Awards

Director of Creative Services/Senior Copywriter

AdVantage Advertising, Deerfield, IL • 1998-2005

- Developed multifaceted marketing campaigns and materials—ads, websites, direct mail, collateral, etc.--to win new clients and satisfy Marriott International, Praxair, Choice Hotels and over 25 hospitals & health care entities

Marketing Copywriter

BB&A/Ad-Dimensions, Oak Brook, IL • 1995-1998

- Furthered the marketing objectives of clients across multiple industries and arenas—B2B, Real Estate, Recruitment, Automotive, Consumer—by developing highly impactful ads, collateral and campaigns
- Wrote more than 40 published press releases promoting new home communities and their developers

Volunteer and Extracurricular Experience

Blog Writer/Editor and Theater Critic

- SethSaith.com • 2004-Present
Creating well over 2 million words of online content, I have authored over 1,000 articles on a variety of topics, including hundreds of theater reviews as I am now invited to more than 100 Press Openings each year at several venues across Chicagoland. Unilaterally maintaining the blog, my pieces also cover concert reviews, ethnic dining recaps, art, film, travel guides, tourism, photography, society, sports, philosophy and more. Seth Saith attracts over 50,000 unique pageviews per month, with total pageviews now exceeding 1,075,000. Although the Technorati blog directory is now defunct, in its existence Seth Saith ranked among the top 1% of blogs tracked.
- 6wordPortraits.com • 2017-Present
Originated and self-maintain a daily blog highlighting famous individuals on their date of birth, featuring a succinct 6word description, photo and links to learn more. Receives over 1,000 monthly pageviews.

Marketing Strategist / Content Specialist / Consultant

- **Global Empathy Now** • 2017
Wrote and designed flyers promoting an urgent fundraising drive for an African relief organization that oversees an orphanage/school it helped create in Tanzania. Also developed ads to heighten Amazon Smile contributions.
- **826 Chicago** • 2014
Served on Marketing Committee of local chapter of national literacy organization devoted to furthering children's writing skills; integral in planning and promoting major fundraiser, for which my suggested name was selected.
- **Youth Build of Lake County** • 2013
Developed a messaging and marketing strategy for organization devoted to transforming lives of young adults through education and career training, as part of a project through the Taproot Foundation.
- **The Center for Conservation Leadership** • 2012
Planned, wrote and edited text for a brand new website to support organizational efforts to educate teens about the environment and conservation through a variety of camps and programs, also through Taproot.
- **Literacy Chicago** • 2010-11
Marketed annual fundraiser, including conceiving and designing a promotional Save-the-Date bookmark
- **Operation: Turn DuPage Blue and The Democratic Party of DuPage County** • 2007-2012
Devised and implemented comprehensive marketing strategies--including website development and administration--for a grass roots political group, resulting in its leadership being elected to head the official county organization. Produced numerous promotional materials for both organizations as well as individual politicians.

Photographer and Creative Craftsperson

Always an avid amateur photographer, since the advent of digital photography I have taken well over a million photographs, which I select, edit and share in myriad ways including online and printed collections. I've made every greeting card given over the past 30 years, created & sold pun cartoon calendars for 10 years, self-published poetry books, distribute annual music compilations, dabbled in painting and have pursued various other creative and cultural pursuits.

Education

Bachelor of Arts Degree in Communications
Northern Illinois University, DeKalb, Illinois
Minor: Journalism
Graduated Magna Cum Laude in three years

Relevant Expertise

- Professional proofreading skills and experience, plus editing capabilities and AP Style knowledge
- Ability to draft conceptual designs using InDesign, Quark, etc. and develop PowerPoint presentations
- Experience with database management, content management systems, e-blasts, web design, social media and online marketing