

# Seth Arkin

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

(630) 220-7834 | [setharkin@msn.com](mailto:setharkin@msn.com) | [www.linkedin.com/in/setharkin](http://www.linkedin.com/in/setharkin)

Portfolio: [www.setharkinportfolio.com](http://www.setharkinportfolio.com) | Blog: [www.sethsaith.com](http://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. Open to full-time, freelance and project-based roles; eager to expand grant writing capabilities.*

## Professional Experience

### Copywriter / Marketing Communications Consultant / Proofreader / Editor

Select Assignments and Projects • 2010-Present

- **ISACA**, Rolling Meadows, IL • Authored a series of e-blasts to market CISA, CISM, CRISC and CGEIT certifications as well as the CSX Cybersecurity Conference. Wrote a membership brochure and certification planning guides 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
- **Evoke Productions**, Hoffman Estates, IL • Edited, wrote and proofread copy for Sears, Kmart and Sears Outlet sales circulars, emails, web banners and more within the in-house ad agency of Sears Holdings Corporation
- **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 4<sup>th</sup> 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
- **Sears Holdings Corporation**, Hoffman Estates, IL • As eCommerce Content Specialist for Home Appliances division, enriched Sears.com product content and maintained the Sears Blue Appliance Crew Facebook posts.

### 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 and Editor

- [SethSaith.com](http://SethSaith.com) • 2004-Present  
Creating well over 1.5 million words of online content, I have authored over 1,000 articles on a variety of topics, including theater reviews, concert reviews, ethnic dining recaps, art, film, tourism, photography, society, sports, philosophy and more. Receive invitations to dozens of theatrical press nights each year and typically attract around 15,000 unique pageviews per month. Total pageviews now exceed 975,000 and Seth Saith was ranked among the top 1% of blogs tracked by the Technorati Blog Directory.

### Marketing Strategist and Content Specialist

- **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

### Associate Board Member - Marketing

- **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
- **Literacy Chicago** • 2010-11  
Marketed annual fundraiser, including conceiving and designing a promotional Save-the-Date bookmark

### Marketing Director and Consultant

- **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 over a half-million photographs, which I select, edit and share in myriad ways. I've made every greeting card given over the past 25 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