

PROFESSIONAL WRITER, MARKETING CONSULTANT & TRAINING DEVELOPER

Content Strategy & Development | Focused Brand Awareness | Production Excellence

Award-winning, passionate professional writer with strong marketing and communications background spanning ten years. Outstanding results in a variety of fast-paced environments directly supporting over \$1 million in revenues. Experience working on teams for complex marketing campaigns for mid-sized global firms, advertising agencies and various non-profits. Development of high-caliber, actionable content on tight deadlines for Business-to-Consumer (B2C), Business-to-Business (B2B), Business-to-Government (B2G) and corporate / military training purposes. Capacity to thrive in dynamic, challenging environments requiring rapid development of error-free products with fast turnarounds. Motivated self starter with exceptional positive, "can-do" attitude, even in high-stress situations.

Core Strengths

- Expert copywriting for print, web and interactive projects
- Brand strategy development and implementation
- E-Learning / training development, leadership and mentorship
- Inter-team liaison and professional communications conduit
- Project management and administration experience
- Search Engine Optimization (SEO) best practices
- Social Media Optimization (SMO) success techniques
- Strong graphic design support and direction
- Creative thinking bolstered with feasibility requirements
- Innovative problem solving through analysis and collaboration

Professional Experience

Freelance Marketing Consultant – Madawaska, ME / Harpswell, ME

01/2011 to Present

Provide professional writing, web development and marketing support for short-, mid- and long-term projects spanning a number of clients in a diverse group of industries.

Procure new clients on a rolling basis through networking and parallel methods while maintaining ongoing relationships with current customers. Devise and implement project plans that meet budget, timeline and functionality requirements of each individual client. Design, write, edit, refine, present and deliver all customer products, ranging from printable marketing collateral and sell sheets to full websites, microsites and social media campaigns. See *Select Freelance Experience* section for a small sample of client list.

Key Achievements

- Developed new landing page and downloadable product sheet single-handedly with production schedule of 2.5 weeks for education technology firm.
- Led six-month social media project for New England tourism board that resulted in four-digit traffic increases on all platforms, including a viral Facebook post that garnered 14,000+ views and dozens of shares.
- Created portfolio website for client that resulted in recruitment and hiring at desired firm within four weeks of site launch.

Systems Documentation, Inc. (SDI) – Piscataway, NJ / Madawaska, ME / Harpswell, ME

12/2009 to 11/2014

Marketing & Sales Associate

Progressed from Marketing Writer to a position of significantly greater responsibility leading corporate marketing strategies. As required, developed documentation and training products while maintaining positive client relationships.

Developed written and digital marketing materials including sell sheets, brochures, proposals, white papers, press releases and newsletters. Maintained corporate style and voice across disparate content libraries. Interfaced with multiple departments including graphic design, videography, narration, animation and programming. Liaised with US-based and international project groups to manage cohesive marketing and branding message. Conducted market research and trend analysis for product development and enhancement cycles. Managed quality assurance and tracked change matrices. Coordinated employee motivation via bi-monthly newsletters. Provided documentation and training project support, including designing, writing, editing and delivering E-Learning and Instructor-Led Training (ILT) courseware as well as providing web development and some programming support, as needed.

Key Achievements

- Overnight, successfully revised, reprogrammed and delivered entire 75+ screen E-Learning course for the US Department of Defense that required ground-up revisions, resulting in client satisfaction and personal commendation from company president.
- Produced, led and instructed highly technical ILT courseware for complex server products for large client. Learned new Operating System (OS) and product-specific technical details within one month to successfully deliver courses to overseas engineers.
- Jumpstarted campaigns to create marketing materials for SDI, including websites, microsites and printed brochures and presentation decks. Created on-demand, tailored marketing materials highlighting SDI's offerings as required, often daily.
- Guided comprehensive B2B e-mail marketing campaign for E-Learning product, Doctrina. Assisted with implementation for new / returning clients. Produced Doctrina pilots that generated subsequent sales.
- Initiated and maintained repeat business for interactive training modules for large clients through carefully crafted copy, impeccable production quality and deadline-cognizant deliveries.
- Developed marketing materials and supported proposal to secure \$400,000 US Government project in April 2013.
- Created training pilot courseware and all supporting collateral campaign materials to support \$85,000 corporate training project, plus several follow-on efforts for tangential product lines.
- Revised former Government Solutions website content with SEO keyword-rich copy, leading to immediate 120% increase in views.
- Successfully supported account turnaround for existing large client, drafting strategy documents and related "get well" plans. Helped revise content development strategies, yielding continued business and client satisfaction.

Movers.com – North Brunswick, NJ

05/2009 to 11/2009

Content Analyst

Led team to produce all of Movers.com's editorial content, including website copy, microsite content, social media posts, blogs, video scripts and relocation guides. Implemented metrics-based project management and motivation strategies for maximum performance.

Tasked with focusing and maintaining the voice and brand of Movers.com as key editorial director for the company's US-based content team and overseas researchers. Assigned, wrote, edited, managed and maintained all content pieces, including team liaison work with video and web development teams. Instituted efficient process flow for content creation from development through review sessions and publication. Supported content for the core Movers.com website as well as over 200 microsities.

Key Achievements

- Developed list of 130+ moving guides and strategy for researching topics, creating content, manipulating in multiple formats and tracking for SEO and SMO purposes. Content helped Movers.com sustain moving season traffic after Labor Day.
- Maintained suite of marketing materials for Movers.com. Edited materials as requested by CEO and / or project manager.
- Personally recruited and mentored team of three writers (including one writer promoted from intern) to generate all editorial content, an average of 150-200 original pages per week. 100% of team members retained throughout entire period of performance.
- Developed press release that garnered coverage in the New York Times for October 2009 article about relocation trends.
- Heavily supported partnerships with HomeAid and Examiner.com to further extend Movers.com's network.

New Jersey Life Magazine – Lambertville, NJ

08/2008 to 12/2008

Editorial Intern

Supported editors and publisher with development of magazine's content, including content for special Weddings issue. Represented the magazine at high-end marketing events.

Wrote, edited and researched content as required to support the editor-in-chief, managing editor, associate editor and web editor of the magazine. Coordinated photo shoots and collection of media assets suitable for print-quality publication with significant regional subscription base. Edited catalog of dining venues. Performed archival and correspondence tasking as required.

Key Achievements

- Edited the magazine's "Little Black Book," a B2C catalog of over 500 restaurants and food-focused shops located around the state of New Jersey. Published in multiple issues of the magazine.
- Credited with numerous bylines and story contributions in four separate issues. Listed in masthead for contributions.
- Supported layout needs using Adobe software, including InDesign, to track high-resolution photography and side bar content.
- Conducted interviews with specialized small business owners, such as a local peony farmer, to create successful, engaging features that appealed to magazine readership.

Select Bibliography

Seise, Alex. *Rising Son*. 1st ed. Harpswell, ME: Alex Seise, 2014.



Seise, Alex. *Wax Works*. 1st ed. Harpswell, ME: Alex Seise, 2015 (anticipated).



Seise, Alex, et al. *Free Moving eBook from Movers.com*. North Brunswick, NJ: Movers.com, 2010.

Additional Books Currently in Production:

- Books 3 and 4 of *Solaria* tetralogy

Select Freelance Experience

- Piazza Advertising – *E-mail campaigns and social media strategy*
- FarmPlate.com – *Daily content development and editorial work*
- Interior Travels – *Innovative collateral, web development and social media strategy*
- Dr. Michele Tarter – *Marketing materials and web development*
- Salon Nouveau II – *Web development*
- Pittsburgh D-Fence – *Web and content development*
- Euro Equine Imports – *Web and content development*
- Westampton Township Historical Society – *Web and content development*
- State Farm – *E-Learning courseware development*
- Maguire Associates – *Collateral, web and content development*
- Aine Integrated Marketing – *Web and content development*
- ONE New England Magazine – *Monthly columnist / photographer*
- Northern Maine Development Commission – *Social media strategy and daily implementation for six months*
- Aeris Marketing – *Daily submission of five quality articles*
- MaidForMommy.com – *Monthly newsletter development*
- TopTenReviews.com – *Site development and maintenance*
- i3 TECH – *Marketing material development and strategy*

Select Awards & Publications

- TCNJ Professional Writing Award, 2008
- Edward J. Bloustein Distinguished Scholar
- US Department of Education President's Award
- Xerox Award in Humanities
- I/ITSEC 2010 & 2011 paper acceptances and ghost writing
- *Dredging ends, but not debate*, Philadelphia Inquirer, 09/2007
- *The Good Life*, New Jersey Life Magazine, 12/2008
- *North of Downeast*, ONE New England Magazine, 09/2010

Education

The College of New Jersey – Ewing, NJ 08/2005 to 05/2009

- Graduated magna cum laude with a B.A. in Journalism and Professional Writing.
- Participated in numerous extra-curricular organizations as editor-in-chief, president, vice president and publicist roles.
- Worked as an intern at the *Philadelphia Inquirer* and *New Jersey Life* magazine to gain real-life professional writing experience.

Waldwick High School – Waldwick, NJ 09/2001 to 06/2005

- Graduated valedictorian of 2005 class.
- Editor of school newspaper and magazine; leader of multiple other clubs and organizations including National Honor Society.

Software & Toolset Expertise

- Microsoft Office (all versions), including Publisher and Outlook
- Adobe Photoshop, PageMaker, InDesign and Acrobat
- Collaborative workspace environment best practices, including Skype, open-source IM, Yahoo IM and Sharepoint
- Articulate Storyline
- Audacity audio editor
- Video editing software
- Google Analytics and Google Documents
- Wordpress, Joomla! and Blogger platforms
- Sugar Customer Relationship Manager (CRM) administration
- Moodle Learning Management System (LMS) administration
- HTML, HTML5, PHP and CSS experience
- Basic Flash / ActionScript
- Windows, Mac and Linux operating systems (including command line interfaces and advanced features)
- Project Management Professional (PMP) best practices
- AP Style (expert); APA Style (basic)
- Content management system installation, administration and use
- Web development software (including Frontpage)
- Photography and video capture
- File transfer utilities (FileZilla, FTP best practices)
- Social media platforms for marketing / brand purposes

References & Portfolio Samples

Contact information for professional references is available upon request. Sample portfolio pieces are also available upon request; several published portfolio items may be accessed at: <http://www.alexseise.com>.