

# MARKETING

## Propagandor

### SETH T. GODWIN

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## PROFILING SETH

MY PHILOSOPHY IS... HAVE PERSONALITY AND RANGE, BUT NO MATTER WHAT, MAKE SURE YOU SHOW UP YOUR BEST... ALWAYS DO EVERYTHING REAL... WITH PASSION AND PURPOSE BECAUSE IN THE END... THAT'S WHAT DEFINES YOU. I'M A GUY THAT'S NOT AFRAID TO WEAR WHITE AFTER LABOR DAY OR A CHECKERED SHIRT WITH A CHECKERED TIE. A GUY THAT LIKES TO WEAR FLIP FLOPS ONE DAY, A BOWTIE THE NEXT AND DOESN'T MIND WEARING A SUIT AS LONG AS I DON'T HAVE TO DO IT EVERYDAY.

## CAREER HIGHLIGHTS

16 YEARS OF EXPERIENCE DRIVING SALES THROUGH INNOVATIVE MARKETING. BRANDS ARE MY PASSION AND BRINGING ONE TO LIFE BY TELLING A STRATEGIC, COMPELLING STORY HAS BEEN AND ALWAYS WILL BE MY DREAM JOB.

A CONFIDENT, DRIVEN, SELF-STARTER THAT IS ABLE TO ANALYZE SITUATIONS AND RESPONSIBILITIES, TO BUILD STRATEGIES AND WORK WITH LITTLE DIRECTION, WHILE MAINTAINING EXCELLENT COMMUNICATION AND RAPPORT.

EXCELLENT COMMUNICATOR WITH BOTH WRITTEN AND VERBAL SKILLS, THROUGH PRESENTATIONS TO BOARD OF DIRECTORS AND PRESENTATIONS WITH MAJOR RETAILERS.

THIS DATES BACK TO MY YOUNGER YEARS WHEN I WAS AWARDED THE "BEST PRESENTER" AWARD AT THE AAF ADVERTISING COMPETITION IN 2002 THAT KICKED OFF MY PANACHE FOR "WORKING A CROWD."

15 YEARS OF EXPERIENCE IN PROJECT MANAGEMENT, NEW PRODUCT LAUNCHES AND MAJOR EVENT SPONSORSHIPS. JONES HOLIDAY PACKS AND CAMPAIGN COLA COLLECTIVELY GAINED OVER \$15 MILLION IN PRESS COVERAGE FOR JONES SODA WHILE TURNING A SIGNIFICANT PROFIT.

IDEATED AND LAUNCHED INNOVATIVE NEW PRODUCTS LIKE RE-FUEL OFFERED A HIGH-MARGIN FUNCTIONAL BEVERAGE FROM WHAT ONCE WAS A BORING LITTLE DAIRY BRAND.

A LEADER ON THE MARKETING TEAM THAT DROVE PUSHPAY'S HYPERGROWTH 371% (\$21.2 MILLION ACMR TO \$100 MILLION ACMR) OVER TWO YEARS, SERVING LESS THAN 2,000 ORGANIZATIONS TO OVER 7,000 DURING THAT TIME PERIOD.

## EDUCATION

UNIVERSITY OF IDAHO, MOSCOW, ID  
BACHELOR OF SCIENCE DEGREE  
ADVERTISING COMMUNICATIONS

## BIOGRAPHY

I like to say that I put the "W" in Seth Godin. Now, I'm no purple cow, but I do subscribe to the same disruptive marketing principles as the Godfather of modern marketing himself (although I do it with quite a bit more hair). I believe every great or to-be great brand has to tell a story, but before it can, it has to understand its unique purpose in the world. And that's my unique purpose in the world, the ability to create disruptive marketing strategies that drive brand health and help brands (no matter how mundane they may seem) differentiate and elevate within their segment or brand world.

## EXPERIENCE

### DIRECTOR OF BRAND MARKETING & COMMUNICATIONS

HEALTHX | FEB 18 - PRESENT

HEALTHX, A LEADING HEALTHCARE TECHNOLOGY COMPANY CONNECTING HEALTH PLANS, PROVIDERS, AND MEMBERS WITH THEIR ENGAGEMENT ORCHESTRATION PLATFORM THAT DRIVES PARTICIPATION AND LOWERS HEALTHCARE COSTS ACROSS THE ENTIRE SYSTEM. HEALTHX SERVES OVER 27 MILLION MEMBERS WITH THEIR PLATFORM. I LED A COMPLETE BRAND OVERHAUL, LOGO REDESIGN, MESSAGING, WEBSITE, COLLATERAL, AND CONTENT MARKETING. HEALTHX IS ON A PATH TO GROW OVER 230% THE NEXT THREE YEARS.

- LED CORPORATE MARKETING INCLUDING, CREATIVE SERVICES, EVENT MARKETING, CONTENT MARKETING, ACCOUNT BASED MARKETING, AND PUBLIC RELATIONS.
- DEVELOPED AND WROTE THE NEW MISSION STATEMENT, "AT HEALTHX WE EMPOWER THE HEALTHCARE EXPERIENCE, HELPING PEOPLE LIVE LONGER, HEALTHIER LIVES WHILE LOWERING HEALTHCARE COSTS BY KEEPING PAYERS, MEMBERS, AND PROVIDERS CONNECTED."
- CREATED ALL CONTENT FOR AND ART-DIRECTED A NEW PITCH DECK THAT EFFICIENTLY BUILDS A CONSISTENT BRAND STORY THAT IS ANCHORED ON THE VALUE PROPOSITION OF "ONE PLATFORM TO ORCHESTRATE THE COMPLEX HEALTHCARE JOURNEY."
- LED A COMPLETE BRAND OVERHAUL INCLUDING A LOGO REDESIGN, MESSAGE, WEBSITE, COLLATERAL AND CONTENT MARKETING. CONTINUOUSLY LEAD CONTENT MARKETING: EMAIL, BLOGS, EBOOKS, VIDEO, BRAND, ADVERTISING, DESIGN, WEBSITE, SALES MATERIAL, AND ALL CORPORATE CONTENT.
- LED THE TEAM THAT PLANS AND EXECUTES THE EXPERIENCE HEALTHX CONFERENCE, A USER-CONFERENCE THAT WILL SEE NEARLY 300 ATTENDEES NEXT YEAR.

### DIRECTOR OF BRAND MARKETING & COMMUNICATIONS

PUSHPAY | FEB 16 - FEB 18

AT PUSHPAY, A HYPER-GROWTH SAAS TECHNOLOGY STARTUP THAT WENT FROM \$21.2 MILLION ACMR IN MARCH 2016 TO \$100 MILLION ACMR (ANNUALIZED COMMITTED MONTHLY REVENUE) BY MARCH 2018. PUSHPAY IS A GIVING/PAYMENT AND ENGAGEMENT PLATFORM AND IS THE 5TH LARGEST APP PROVIDER ON THE APPLE APP STORE.

- HIRED AND LEAD CORPORATE MARKETING INCLUDING, CREATIVE SERVICES, FIELD MARKETING, AND EVENT MARKETING TEAMS. GREW THE TEAM FROM THREE TO 12 TEAM MEMBERS OVER 20 MONTHS.
- WROTE AND DEVELOPED THE MISSION STATEMENT FOR PUSHPAY, "TO BRING PEOPLE TOGETHER BY STRENGTHENING COMMUNITY, CONNECTION, AND BELONGING."
- RENAMED AND REBRANDED THE COMPANY, BUILT A RELEVANT MASTER BRAND STRATEGY THAT REPRESENTED PUSHPAY'S PURPOSE, SO IT SERVED ALL MARKET SEGMENTS IT OPERATED IN.
- ART-DIRECTED, REPOSITIONED, AND WROTE ALL CONTENT ON PUSHPAY.COM (CAREER RECORD OF 6-WEEKS).
- CREATED ALL CONTENT AND ART DIRECTED PUSHPAY'S "PITCH DECK" FOR SALES TEAM, CONFORMING THE NARRATIVE AND DRIVING A CONSISTENT BRAND MESSAGE RESULTING IN MORE EFFICIENT, DIFFERENTIATED, AND VALUE-ADDED PRODUCTS.
- LED ALL CONTENT MARKETING INCLUDING CORNERSTONE CONTENT, BLOGS, EBOOKS, VIDEO, BRAND, ADVERTISING, DESIGN, SEO, EMAIL NURTURE STREAMS, WEBSITE, SALES MATERIAL, AND ALL CORPORATE CONTENT.
- LED THE TEAM THAT EXECUTES OUR ANNUAL CONFERENCE "SUMMIT" THAT SAW OVER 1,200 ATTENDEES IN FEBRUARY 2018 AND WAS HOSTED SPEAKERS SUCH AS SETH GODIN AND JOHN MAXWELL.

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## PROFILING SETH

I ALWAYS LOOK AT EVERYTHING FROM A PLACE OF PURPOSE, STARTING WITH "WHY" YOU DO WHAT YOU DO, WHICH IS THE KEY TO UNLOCKING ANY BRAND'S POTENTIAL AND SUCCESS. I MET SIMON SINEK, MOTIVATIONAL SPEAKER AND AUTHOR OF "START WITH WHY" AND HE PROFOUNDLY CHANGED THE WAY I LOOK AT THE WORLD, LEADERSHIP, MENTORING PEOPLE, AND BUILDING BRANDS.

## PERSONALITY - ENTP

EXTRAVERT  
92%

INTUATIVE  
76%

THINKING  
78%

PERCEIVING  
79%

## ENTP

QUICK, INGENIOUS, STIMULATING, ALERT, AND OUTSPOKEN. RESOURCEFUL IN SOLVING NEW AND CHALLENGING PROBLEMS. ADEPT AT GENERATING CONCEPTUAL POSSIBILITIES AND THEN ANALYZING THEM STRATEGICALLY. GOOD AT READING OTHER PEOPLE. BORED BY ROUTINE, WILL SELDOM DO THE SAME THING THE SAME WAY, APT TO TURN TO ONE NEW INTEREST AFTER ANOTHER.

## BIOGRAPHY - CONTINUED

I began my career in consumer-packaged goods and was mentored by the founder and then CEO of Jones Soda Co., Peter van Stolk, aka my live Godfather of Modern Marketing. I earned what I call an MBA in Disruptive Marketing. Jones is a youth culture icon that hit its peak in the early 2000s. We brought the world the likes of Turkey & Gravy Soda and slogans like "Kick Your Coke Habit" the latter of which landed us a cease and desist order from the Coca-Cola company that is to this day a badge of honor at Jones HQ.

I then brought this same disruptive marketing strategy to the nearly 100-year-old dairy brand, Darigold. We brought the brand to life by transforming it from a commodity brand to a disruptive and beloved consumer brand. Some activities we deployed may have involved carving sculptures out of 200-pound blocks of butter, building a 16-foot tall fridge full of 4-foot tall Darigold Products, and writing a series of romantic short stories and recipes entitled, "The Butter that Melts You."

## EXPERIENCE

### CONSULTING MARKETING DIRECTOR

FREELANCE | JAN 15 - FEB 16

I MANAGED A LARGE BRAND PROJECT FOR A CPG COMPANY IN THE EAST THAT SPECIALIZES IN DAIRY PRODUCTS. THIS WORK ENCOMPASSED STRATEGIC PLANNING, NEW PRODUCT PROCESS, PRODUCT INNOVATION PIPELINE, PRODUCT ROAD MAPPING, AND BRAND ORGANIZATION AND REINVENTION. I REINVIGORATED AN OLD TRADITIONAL BRAND MUCH LIKE I DID AT DARIGOLD. I WORKED WITH VARIOUS OTHER CLIENTS AND PROVIDED MARKETING SERVICES THAT INCLUDED BRAND VISION, ART DIRECTION, COPY WRITING, AND SHAKING UP THEIR INDUSTRY WITH FRESH IDEAS.

- CONSULTED FULL-TIME FOR DAIRY MANAGEMENT, INC. AN INDUSTRY FARMER OWNED ENTITY THAT DRIVES THE RELEVANCE, IMPORTANCE, AND MARKETING OF DAIRY PRODUCTS ON BEHALF OF AMERICAN DAIRY FARMERS AND COOPERATIVES.
- THROUGH A DMI GRANT, I WORKED WITH THE FORMER VP OF CONSUMER PRODUCTS (MY SUPERIOR AT DARIGOLD) TO REBRAND AND BRING MARYLAND & VIRGINIA DAIRY COOPERATIVE AND THEIR OWNED BRANDS INTO MODERN MARKETING BEST PRACTICES.
- WROTE AND EDITED A COOKBOOK FOR DUKE'S CHOWDER HOUSE, INTERVIEWED DUKE MOSCRIPT ABOUT STORIES FROM HIS LIFE AND WROTE THE LEAD-INS TO ALL HIS RECIPES IN THE BOOK.
- WORKED ON A VARIETY OF BUSINESSES AND AGENCIES DOING FREELANCE MARKETING WORK.

### CO-MARKETING DIRECTOR/BRAND MANAGER

DARIGOLD | SEP 09 - DEC 14

DARIGOLD WAS IN THE MIDST OF A MAJOR CULTURAL SHIFT AND NEEDED THE BRAND TO EVOLVE. I LED AND MENTORED THE GROUP IN ALL FACETS OF MARKETING, RESEARCH, R&D, NEW PRODUCT LAUNCHES (CONCEPTION TO ROLLOUT), P&L, STRATEGIC PLANNING, AGENCY MANAGEMENT, CREATIVE DIRECTION, CREATIVE DEVELOPMENT, EVENT MANAGEMENT/EXECUTION, ADVERTISING, AND ANYTHING ELSE THE COMPANY DIDN'T KNOW WHERE TO PUT.

- LED THE MARKETING TEAM IN ADDITION TO OWNING PRODUCT AND BRAND MANAGEMENT.
- IMPLEMENTED POST MARKETING ANALYSIS ENABLING CONTINUOUS IMPROVEMENT ON MARKETING PERFORMANCE - BUILT AND MANAGED AN ANNUAL MARKETING BUDGET OF OVER \$4 MILLION.
- IDEATED AND STRATEGICALLY DIRECTED THE CONCEPTION AND LAUNCH OF DARIGOLD REFUEL, A PROTEIN RECOVERY BEVERAGE THAT SAW DOUBLE DIGIT GROWTH YOY AND IS STILL A HIGH MARGIN ITEM (40%).
- LED THE BRAND REINVENTION AND CREATED THE FOUNDATION FOR IT BY RE-WRITING DARIGOLD'S PURPOSE STATEMENT FROM A "WHAT" TO A "WHY," "NOURISHING PEOPLE AROUND THE WORLD AND INSPIRING THEM TO CREATE THEIR BEST WITH OUR BEST."
- TRANSFORMED DARIGOLD'S STALE CAMPAIGN RE-DEFINING THE BRAND. THIS INCLUDED A BRAND/PACKAGE REDESIGN, WEBSITE, AND BRAND VOICE RESULTED IN A 100% INCREASE IN SOCIAL AND DOUBLE DIGIT GROWTH IN EVERY CATEGORY.
- DIRECTED, EDITED, AND WROTE FOR DARIGOLD FRESH MAGAZINE, AN ANNUAL BRAND MAGAZINE FEATURING FARMS, RECIPES, AND FOOD PHOTOGRAPHY. WON TOP CORPORATE MARKETING CAMPAIGN AT THE INTERNATIONAL ASSOCIATION OF CULINARY PROFESSIONALS (IACP) FIVE CONSECUTIVE YEARS (2010 - 2014).
- WROTE, DIRECTED, AND PRODUCED A DARIGOLD DOCUMENTARY "NOURISHING THE WORLD" ILLUSTRATING DARIGOLD'S FARM TO TABLE STORY.
- IDEATED, PLANNED, EDITED, DIRECTED, AND AUTHORED DARIGOLD'S BOOK ENTITLED, "THE BUTTER THAT MELTS YOU - ROMANTIC STORIES AND SCANDALOUS RECIPES TO HEAT THINGS UP IN THE KITCHEN" - A COOKBOOK WITH SHORT STORIES INVOLVING GREAT FOOD THAT POKED FUN AT ROMANCE NOVELS.

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## PROFILING SETH

WHAT I DO: TECHNICALLY...MARKETING. BRAND, PRODUCT, AND EVENTS MANAGEMENT. STRATEGY, PUBLIC RELATIONS, DIGITAL MARKETING, CONTENT MARKETING, AND EVERYTHING IN BETWEEN. BUT WHAT DOES THAT MEAN?... REALLY. WELL, REALLY, I WORK TO CREATE A CRAZY, AWE-STRUCK, UNPALPABLE, OUT OF CONTROL FAN FACTORY. FIND THE ETHOS OF A BRAND AND HELP DEFINE IT SO THAT IT IS SO RELEVANT, INTERESTING, THOUGHT PROVOKING, FUN THAT YOUR TARGET CAN'T HELP BUT INTERACT, LOVE, HATE, ELATE. MAKE THEM LIKE, LAUGH, CRY, AND DRY THEIR EYES. MAKE THEM FEEL...SOMETHING...ANYTHING AND IN THE END, PUT MYSELF OUT THERE AND MAKE HISTORY. ONE WORD...PASSION. I HAVE A PASSION FOR MARKETING, LIFE, FUN, AND JUST WANT TO BE INSPIRED. THAT'S ALL IT TAKES REALLY, INSPIRE SOMEONE AND YOU CAN GIVE THEM ENOUGH FUEL TO DO...ANYTHING AND EVERYTHING FOR A LIFETIME.

## STRENGTHS FINDERS - FOUND

### COMMAND

PEOPLE TALENTED IN THE COMMAND THEME HAVE PRESENCE. THEY CAN TAKE CONTROL OF A SITUATION AND MAKE DECISIONS.

### COMMUNICATION

PEOPLE TALENTED IN THE COMMUNICATION THEME GENERALLY FIND IT EASY TO PUT THEIR THOUGHTS INTO WORDS. THEY ARE GOOD CONVERSATIONALISTS AND PRESENTERS.

### IDEATION

PEOPLE TALENTED IN THE IDEATION THEME ARE FASCINATED BY IDEAS. THEY ARE ABLE TO FIND CONNECTIONS BETWEEN SEEMINGLY DISPARATE PHENOMENA.

### STRATEGIC

PEOPLE TALENTED IN THE STRATEGIC THEME CREATE ALTERNATIVE WAYS TO PROCEED. FACED WITH ANY GIVEN SCENARIO, THEY CAN QUICKLY SPOT THE RELEVANT PATTERNS AND ISSUES.

### WOO

PEOPLE TALENTED IN THE WOO THEME LOVE THE CHALLENGE OF MEETING NEW PEOPLE AND WINNING THEM OVER. THEY DERIVE SATISFACTION FROM BREAKING THE ICE AND MAKING A CONNECTION WITH SOMEONE.

## BIOGRAPHY - CONCLUDED...FINALLY

B2B IS THE NEW B2C - For the past three years I have been using many of these same disruptive marketing strategies to grow B2B Technology brands. At Pushpay we were in hypergrowth mode and grew ACMR at a rate of 371% over two years. Currently, at Healthx, a healthcare technology company, revolutionizing engagement connecting members, providers, and insurance companies, is on track to grow over 230% over the next three years.

## EXPERIENCE

### MARKETING CONSULTANT

THE TREEFORT GROUP | NOV 08 - AUG 09

I WORKED WITH PETER VAN STOLK (FOUNDER OF JONES SODA CO.) TO PREPARE STRATEGIC MARKETING PLANS AND MARKET RESEARCH FOR BEVERAGE CLIENTS IN NORTH AMERICA.

- CREATED MARKET RESEARCH, STRATEGIC PLANS AND PRESENTATIONS FOR MEETINGS WITH CONFIDENTIAL NORTH AMERICAN BEVERAGE COMPANIES TO BRING INNOVATIVE NEW BEVERAGES TO MARKET.

### MARKETING MANAGER - HEAD OF MARKETING

JONES SODA CO. | MAY 05 - OCT 08

JONES WAS ONE OF THE MOST FUN AND ICONIC YOUTH CULTURE BRANDS IN THE WORLD. I DEVELOPED PROGRAMS THAT HAVE BEEN NOTED WITHIN THE CPG/MARKETING COMMUNITY AS EXTREMELY INNOVATIVE AND HAVE GAINED NATIONAL RECOGNITION. I LEARNED HOW TO DO A LOT WITH A LITTLE BY MAKING MARKETING A PART OF BRAND AND PRODUCTS, SHOWING THAT YOU CAN TURN A PROFIT

- INCREASED THE EFFECTIVENESS AND SPENDING OF MARKETING DOLLARS BY CREATING AND MANAGING A MARKETING BUDGET OF OVER \$3 MILLION.
- MENTORED AND GREW JONES SODA CO.'S MARKETING TEAM FROM 3 TO 6 PEOPLE. DIRECTLY WORKING WITH ME WAS, THE FIELD MARKETING MANAGER, EVENT MANAGER, TRADE MARKETING MANAGER, MARKETING ASSISTANT AND TWO PAID, FULL-TIME MARKETING INTERNS.
- GREW MYJONES (PERSONALIZED CASES OF JONES SODA) SALES OVER 50% YOY BY CREATIVELY DIRECTING JONES SODA CO.'S WEBSITE, EVERYTHING FROM DESIGN TO PPC CAMPAIGNS, SEM, AND SEO IN ORDER TO DRIVE TRAFFIC TO JONES SODA DIGITAL PROPERTIES.
- MAINTAINED JONES SODA'S CREATIVE EDGE BY COLLABORATING WITH AND MANAGING WITH A VARIETY OF JONES SODA CO.'S EXTERNAL PARTNERS, WEB DESIGN, ADVERTISING AND PR AGENCIES, AS WELL AS ALL PACKAGE DESIGN FIRMS.
- DEVELOPED AND MANAGED THE TARGET RELATIONSHIP FOR JONES SODA CO. CONSISTENTLY DEVELOPING NEW PRODUCTS AND PROGRAMS FOR THIS PROGRESSIVE RETAILER.
- IN ORDER TO EVOLVE THE JONES BRAND AND INCREASE AWARENESS AND SALES, WE HAD TO LET PEOPLE SEE JONES OUTSIDE OF THE SODA AISLE. I DEVELOPED AND MANAGED RELATIONSHIPS WITH ALL STRATEGIC PARTNERS AND LICENSING PROGRAMS FOR JONES, SEATTLE SEAHAWKS, ALASKA AIRLINES, TONY HAWK, INC., THE BUCKLE, JONES CANDY, JONES ICEE/SLUSH PUPPIE, AND JONES LIP BALM.
- THE FOUNDER OF JONES SODA CO. AND FORMER CEO, PETER VAN STOLK SAID, "YOU ARE THE BEST MARKETING PERSON I'VE EVER HAD WORK WITH ME."

### THE EARLY YEARS

HANSEN MARKETING & ADVERTISING | NOV 04 - APR 05

ACCOUNT EXECUTIVE/COPYWRITER/MARKETING STRATEGIST

101.9 KKCS RADIO | AUG 03 - NOV 04

ACCOUNT EXECUTIVE/COPYWRITER/VOICE TALENT

THE FRATERNITY OF ALPHA KAPPA LAMBDA | JUL 02 - JUL 03

DIRECTOR OF EXPANSION (AKA PROFESSIONAL FRAT DUDE)