

# SETH LOFGREEN

ACCOUNT LEAD/  
MANAGING DIRECTOR



## CONTACT

 208-221-7971

 slofgreen@gmail.com

 SALT LAKE CITY, UTAH

## EDUCATION

BYU-I / ADVERTISING  
2006 - 2010

### FOCUS AREAS

- Advertising
- Design

IDAHO STATE UNIVERSITY  
COMMUNICATION  
2002 - 2003

### FOCUS AREAS

- Communication
- Media

## PROFILE

I help brands build experiences customers love.

## EXPERIENCE

 **DIRECTOR / ACCOUNTS**  
VOLTAGE | JAN 2016 - PRESENT

Strategic brand acceleration and digital transformation for enterprise and challenger brands incl. adidas, Chipotle, Frontier Airlines, Owlet, Reebok, Fjallraven, OUAH Haircare.

- Strategy, Creative & Technical Development, Project Management
- Digital Transformation & Strategic-led brand acceleration
- Connect brands and consumers to be a FORCE FOR GOOD
- Ideation, prototyping, business modelling, experience design, content, thought leadership, partnerships, and empowerment.

 **MANAGING DIRECTOR**  
VOLTAGE | JAN 2011 - JAN 2016

As Managing Director, I focused on growing a 2-person agency, to a full-service digital agency with national clients.

- Managed agency operations including account management, strategy, project management, new business, and finance.
- **Clients:** Reebok, adidas, Owlet, Grand America, IBM, Fjallraven, Xcel Energy, Chipotle, Life Is Good, Smartwool, Crocs.

 **GRAPHIC DESIGNER**  
VOLTAGE | AUG 2010 - JAN 2011

I worked as a Graphic Designer under the mentorship of the great designer Eric Fowles (Principal of VOLTAGE)

- UX / UI and Visual Design for local and national brands
- **Clients:** Smashburger, XCEL Energy, Centura Hospitals

VOLTAGEAD.COM

# SETH LOFGREEN

ACCOUNT LEAD/  
MANAGING DIRECTOR

SETHLOFGREEN.COM

## SKILLS

### PROFESSIONAL

- STRATEGY
- PARTNERSHIPS
- ACCOUNT MANAGEMENT
- PROJECT MANAGEMENT
- AGENCY MANAGEMENT
- DIGITAL TRANSFORMATION
- UI/UX & VISUAL DESIGN
- WIREFRAMES / USER FLOWS
- DESIGN / RESEARCH

### TOOLS / PLATFORMS

- ADOBE CREATIVE SUITE
- SHOPIFY
- SKETCH
- WORDPRESS
- ANALYTICS
- AD PLATFORMS
- CRM / CMS / ERP

## CLIENTS



## ABILITIES

- ✔ Award-winning strategy for the world's most loved brands.
- ✔ Strategic problem-solving with both internal teams & clients with a creative approach.
- ✔ Demonstrated ability to establish, maintain, and grow long-term client relationships.
- ✔ Ability to identify client business needs and collaborate across both client and internal teams to understand, define, and build effective and innovative solutions that generate measurable results.
- ✔ Ability to advocate on behalf of both Client and Agency objectives, with an ultimate responsibility to ensure dual success across all projects.
- ✔ History of ensuring projects are completed on-time, within scope and on-budget.
- ✔ Extensive experience working with large agencies and national brands to deploy campaigns, websites, apps, and eCommerce platforms.
- ✔ Ability to power digital transformation with frameworks and platforms such as Shopify, WooCommerce, WordPress, AdRoll, MailChimp, Hubspot, Google Analytics and more.
- ✔ Proven track record of negotiating and closing business.
- ✔ Strong business acumen.
- ✔ Proven track record of successful campaign management across fully-integrated, complex marketing campaigns.
- ✔ Track record of managing complex timelines, meeting deadlines, anticipating upcoming issues, and proactively working with clients to resolve issues.
- ✔ Strong organizational skills, project management, analytic, communication skills and interpersonal skills.
- ✔ I have an entrepreneurial work style. I'm a self-starter that is resourceful with proven ability to work in an autonomous environment with a high level of initiative.
- ✔ I have the ability to lead, work independently, or as a member of a highly collaborative team.

## REFERENCES

### CHRISTIAN HANSEN

CEO | HINT CREATIVE

P: 801 521 2919

E: christian@hintcreative.com

### BRETT STOHLTON

PETERSON PARTNERS

P: 801 417 0756

E: bstohlton@petersonpartners.com