

SETH SPARKS

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an inventive problem solver who delivers smart, human-focused solutions that improve customer experience through technological innovation

experience

NATIONWIDE | EMERGING BUSINESSES

Partnership Divestment Consultant

03/2019 – 11/2020

Managed the divestment of Nationwide's 40+ year old affinity program.

- + Developed operational and communications plans to negotiate Nationwide out of \$24MM worth of multi-year affinity marketing contracts 15% under budget and 4 weeks ahead of schedule
- + Acted as project manager ensuring divestment plan was comprehensive but user-friendly and executed flawlessly by staff and adjacent teams, required development of a proprietary tracking solution that allowed for data collection and error-free reporting
- + Held difficult conversations with partner CEOs and other leadership to advise of program divestment and coordinate comprehensive plans for shuttering partnership and marketing operations
- + Conducted marketing campaign and tactical audit to ensure all CMS systems and design repositories were scrubbed of partnership materials, as well as audited partner properties to ensure compliance

Reference:
Kelly Dragoiu

FRIENDS OF THE ANKENY LIBRARY | BOARD OF DIRECTORS

Marketing Chair

08/2018 – 07/2020

Marketing Chair responsible for revitalizing Friends visual design, product offerings, customer experience, marketing strategy, social media presence, and brand cohesion.

- + Developed a marketing life cycle strategy to increase donor contributions, cultivate a volunteer pipeline, and develop interest in committee membership using journey mapping and content strategy
- + Co-led development of the websites visual design and information architecture, allowing users to complete three key task-scenarios with a single click in under 15 seconds
- + Created a nascent brand guide that formalized palette, typography, logo usage, and brand voice
- + Implemented a martech stack including Salesforce, Mailchimp, Google Analytics, and ad platforms
- + Refreshed a digital marketing strategy to increase social following by 200% and email open rate to 55%
- + Developed annual appeal campaign that generated 264% and 329% ROI for 2018 and 2019 respectively

Reference:
Natalie Brincks

NATIONWIDE | STRATEGIC PARTNERSHIPS

Customer Experience Design Consultant

07/2016 – 03/2019

Led development of the Member Experience Network, including site development, CMS management, content development, user onboarding, marketing, and performance analytics.

- + Selected and managed third-party vendor responsible for CMS delivery included defining site requirements, developing user personas, reviewing wireframes, prototypes, and conducting user testing
- + Responsible for program content strategy, including but not limited to research and planning, calendar development, coordinating resources, and creation of blog posts, white papers, workshops, and video
- + Responsible for all activation and retention initiatives through development and distribution of omni-channel digital marketing plan including social posts with high engagement, monthly newsletters with an avg 45% open rate/25% click through rate/15% forward rate, as well as webinars and video and podcasts
- + Worked with site developers to ensure SEO optimization by optimizing page load time, regularly loading new relevant content, implementing keyword research through a directive content strategy, etc.
- + Developed a reward-based loyalty system focused on achievement and social influence to encourage frequent visits, participation, and progression through the educational components of the platform
- + Used site data and user feedback to improve product by assessing user visit recency & frequency to target less active similar users, as well as feature content for disparate segments
- + Developed an action plan to ensure daily/weekly engagement based on real-time statistics that resulted in daily active users at 9% and weekly active users at 35% of user population

References:
Ann Ritterspach
Jeff Jones

Staff Operations Consultant

08/2013 – 07/2016

Staff Ops consultant responsible for budget management, performance analysis, leadership presentations, project portfolio management, as well as partner management and portfolio profitability models.

References:

Justin Beller
Tony Fala

- + Responsible for creating and delivering quarterly performance presentations, project statuses, and budget results for executive board and c-suite cabinet meetings
- + Manage departmental technology assets like SharePoint, Trackmaven (social media analytics), and Mailchimp including driving adoption and implementing motivational tactics to ensure user engagement
- + Acted as team-lead for budget management, including monthly finance reviews as well as forecasting annual needs for travel, advertising, software; achieved accuracy within 5% annually
- + Helped design the first affinity partner profitability model and analysis matrix to identify top partners using IRR, LTV, ROI, and other insurance KPIs
- + Led the team to rebuild our portfolio management model to maximize efficiencies for reduced resources

National Partner Manager

01/2010 – 08/2013

Relationship and Marketing Manager responsible for national partner strategy and campaigns design, delivery, and performance analysis for 20+ partners and 4MM household generating \$25MM in revenue.

References:

James Gaddy Jr.
Matt Winkleman

- + Worked directly with CEO, SVP, VP, and other leaders to develop annual marketing plans that drove sales that met goals; required aligning content calendars, coordinating resources, and negotiating budgets
- + Used knowledge of partner marketing ecosystem to find new channels and messaging to demonstrate Nationwide's value to partner members; included exploring new marketing channels like social media and events, integrating IT systems for targeting, and audience segmentation
- + Acted as lead for all digital marketing campaign development, assisting teammates and partners with questions and to resolve technical issues across social and digital platforms
- + Utilize data reporting dashboards and raw data to track performance, and identify trends & opportunities

NATIONWIDE | AFFINITY SOLUTIONS

Affinity Partnership Marketing Specialist

07/2007 – 01/2010

Regional Marketing Manager responsible for marketing planning, media placement, and tactical execution for 90+ groups comprising more than 2MM households across 20 states and generating \$10MM in revenue.

Market Research Senior Analyst

05/2006 – 07/2007

Market Research Sr. Analyst responsible for demand generation by planning, designing, and coordinating delivery of 10MM+ direct mail pieces and other collateral for regional campaigns.

education

MS UXD | KENT STATE UNIVERSITY, KENT, OH

- + Master of Science, User Experience Design

01/2019 – 12/2020

MBA | IOWA STATE UNIVERSITY, AMES, IA

- + Master of Science, Business Administration, Technology and Innovation Management

01/2010 – 05/2012

BS BA | CENTRAL COLLEGE, PELLA, IA

- + Bachelor of Arts, Business Administration, Marketing

08/2001 – 05/2005

skills

TECHNOLOGY

Microsoft: Windows, Word, Powerpoint, Excel, OneNote, Sharepoint

Adobe Creative Suite: Photoshop, InDesign, Premiere, After Effects, xD

Google: Ads, Analytics, Data Studio, YouTube Certified

UX: Figma, Sketch, Optimal Workshop, LucidChart, UserBrain,

Other: Wordpress, Salesforce, Trackmaven, HubSpot, MailChimp, Tableau, Slack, Trello

volunteering

PRAIRIE RIDGE CHURCH | Video production and marketing consulting

OTHER | Des Moines Homeless Youth Shelters, Polk County Continuum of Care, Moravia Fall Festival Committee, Social Media Club Des Moines, Ankeny Leadership Institute, Project for Awesome

references

Kelly Dragoiu

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Ann Ritterspach

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Jeff Jones

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Justin Beller

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Tony Fala

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Matt Winkleman

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