

ALEX SEISE

COMMUNICATIONS & MARKETING PROFESSIONAL



CONTACT



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EDUCATION

BACHELOR'S DEGREE, JOURNALISM & PROFESSIONAL WRITING

The College of New Jersey

2005-2009, *Magna Cum Laude*

EXPERTISE

Multi-Channel Content Strategy and Development

New & Emerging Digital Media Strategy, Implementation & Analysis

Digital Storytelling (including Content Development, Photography, Videography & Digital Presentation)

Social Media Marketing

Blended Print/Digital Advertising Campaign Design, Targeting & Analysis

Community Networking

PERSONAL INTERESTS

Long-Form Creative Writing · Locally Produced Food & Wine · Gardening & Landscaping · Floral Arrangements · LGBTQ+ Social Group Outings · Interior Design · Trivia · Target Archery · Dinner Parties · Professional Organizing · Music

PROFILE

Growth-oriented transformative communications and digital marketing professional with 15 years' experience in healthcare, non-profit, and technology sectors. Brought healthcare digital ad strategy, production, and placement internally, yielding 89% savings. Seeking Communications and Marketing position to help grow content strategies through increased stakeholder engagement, extend brand loyalty and commitment, expand library of rich, quality content, and support organizational goals.

EXPERIENCE

SENIOR MANAGER, COMMUNICATIONS & PUBLIC AFFAIRS

Mid Coast–Parkview Health, Brunswick, ME, 2017-Present

Strategize, manage, and produce all local communications for Mid Coast Hospital, 26 Mid Coast Medical Group practices, Mid Coast Hospital Walk-In Clinic, Mid Coast Center for Community Health & Wellness, Mid Coast Senior Health, and CHANS Home Health & Hospice. Manage daily tasking of Communications Specialist and interface with shared service team, managing 100+ tasks on weekly production list. Handle public relations and reputation management for organization. Serve as liaison to senior leadership, including attendance of hospital leadership meetings, direction of media inquiries, and development of urgent messaging. Manage all organizational social media accounts, including development, engagement, and paid social marketing.

- Managed \$34,184 across 27 Google Display and Google Search digital ad campaigns in 2020-2021, resulting in 22.5 million impressions and 93,922 clicks to websites (2021).
- Grew weekly internal newsletter readership from average 635 readers (2014-2018) to average 2,100 readers through curated, strategic content strategy, with 85,551 total opens across 41 weekly editions in 2020 (2020).
- Using highly targeted social media advertising, increased attendance at Mid Coast Center for Community Health & Wellness Food for Health event from monthly average 25 attendees to monthly average 95 attendees, with similar positive trends for multiple advertised programs (2019).
- Created digital Community Benefit Report including four associated patient testimonial video stories, plus comprehensive hybrid print/digital campaign, that resulted in 501 clicks to website and 2,762 video views (2018).
- Reduced digital advertising costs by 89% by bringing production, placement, and analysis internally, enabling expanded use of digital ad campaigns for new and emerging requirements. Grew from 3 digital ad campaigns to 13 campaigns in first year (2017).

TECHNICAL SKILLS

Adobe Creative Suite (expert)

Microsoft Office (expert)

Social Media, including analytics, ads, and external platforms such as Hootsuite (expert)

Google Analytics and Ads (advanced)

HTML and Web Content Management (expert)

Email Marketing, including content creation, branding, and list management (expert)

Non-Profit Marketing, Networking, and General Operations (strong)

Project Management Professional Best Practices (strong)

Content Strategy (expert)

Copywriting and AP Style (expert)

Photography, portrait/lifestyle/event (advanced)

Videography, testimonial/lifestyle (advanced)

Instructional Design (expert)

PERSONAL & LEADERSHIP SKILLS

Creative Thinking: Solution-focused, “outside of the box” problem solver who looks to innovative and leading-edge approaches while monitoring data to measure success.

Motivation: Strong ability to inspire others with positive mindset and optimistic-yet-realistic expectations.

Collaboration: Agency-like consultative approach that builds relationships with other departments, addressing both anticipated and urgent needs

Communication: Impeccable communication and interpersonal skills that imbue professionalism with kind, supportive attitude.

Leadership: Comfortable tasking and mentoring others; equally comfortable liaising with senior leadership and engaging frankly and professionally.

EXPERIENCE (CONTINUED)

MARKETING & MEDIA MANAGER

REALSCAPE Group, Cleveland, OH (remote), 2015-2017

Designed, wrote, edited, and delivered marketing products from print collateral and infographics to full WordPress websites, Content Management System (CMS) portals, and email campaigns. Led instructional project work with clients including MasterCard, State Farm, DXC, Computer Sciences Corporation, Hewlett-Packard Enterprise, and Lundbeck Pharmaceuticals. Managed creative staff to complete instructional deliverables. Developed proposals for new and follow-on work.

- Developed LIKE Solutions “top shelf” E-Learning brand and marketing strategy, with emphasis on pilot courseware that resulted in more than 5 new projects awarded within first year of launch.
- Created 675 pages of Instructor-Led Training (ILT) and job aids in 2-week period for urgent Salesforce training for wealth management firm.

SALES & MARKETING ASSOCIATE

Systems Documentation, Inc., South Plainfield, NJ, 2009-2014

Developed marketing materials including sell sheets, proposal, white papers, press releases, and newsletters. Provided quality assurance on learning development projects.

- Developed proposal and marketing materials to secure \$400,000 US Government project in April 2013.
- Revised Government Solutions web content with SEO keyword-rich copy, leading to 120% increase in pageviews.

MARKETING CONSULTANT

Multiple Clients, 2009-2017

Created custom marketing strategies and products for a variety of boutique technology, educational, historical societies, and interior design firms. Clients included Movers.com, Piazza Advertising, Maguire Associates, ONE New England Magazine, and i3 TECH.

- For Movers.com, developed 6-month multi-channel content strategy of over 130 relocation how-to guides and videos enriched with SEO keywords, leading to sustained moving season web traffic past traditional annual drop-off.
- On 6-month Movers.com project, recruited and managed team of 3 writers averaging 125 pages original content per week, plus 2 overseas researchers and 1 videographer. Supported content on main site and 200 microsites.

SELECTED AWARDS & PUBLICATIONS

- Xerox Award in Humanities
- US Department of Education President’s Award
- TCNJ Professional Writing Award, 2008
- *North of Downeast*, ONE New England Magazine, 09/2010
- *The Good Life*, New Jersey Life Magazine, 12/2008
- *Dredging ends, but not debate*, The Philadelphia Inquirer, 09/2007