

# LIZZIE SEEDHOUSE

## MARKETING, BRAND, & DIGITAL EXECUTIVE

### CONTACT

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### EDUCATION

**SAINT LEO UNIVERSITY**  
MBA  
2009-2010

BA MARKETING  
2004-2008

### CERTIFICATES

**UNIV. OF SOUTH FLORIDA**  
- Diversity, Equity & Inclusion in the Workplace

- Post-Crisis Leadership

### ACCOLADES

**2021 BUSINESS OF PRIDE HONOREE**  
Tampa Bay Business Journal

**SAINT LEO UNIVERSITY**  
Student Affairs - Community Development Award

**SAINT LEO UNIVERSITY**  
Women's Soccer Team Captain

### ABOUT ME

I am a marketing, brand, and digital leader with a 10-year track record of implementing, and scaling marketing solutions across a multitude of industries. I have led content and digital transformations, applied strategies that generate enduring success, and have mastered customer engagement. My endeavors have enabled me to develop a unique skillset that allow for me to navigate complex problems, strategically think through challenges, and deliver impactful results. I am a solution-oriented, enthusiastic, collaborative, and an analytical person who can both lead and follow.

### EXPERIENCE

#### **UPSTAGED ENTERTAINMENT GROUP**

**Chief Marketing Officer** December 2022 – Present

- Exploded our social media presence with 1,200% follower growth, 50,000% impression growth, and 88,000% engagement growth
- Delivered a 310% growth in ticket revenue and 227% growth in attendance for the National Step Championships with a \$0 marketing budget
- Executed a public relations campaign that yielded 110 million media impressions
- Led marketing and strategy to support fundraising as the organization sought out angel and venture capital investors in its pre-seed funding round
- Developed a comprehensive strategy for UpStaged entities that increased brand recognition as a disruptive and innovative entertainment company
- Instituted a HubSpot data and communication strategy around existing database

#### **UNITED SOCCER LEAGUE**

**Senior Vice President, Marketing** March 2020 – April 2022

**Senior Vice President, Digital & Content** July 2017 – March 2020

**Vice President of Digital** February 2016 – July 2017

- Composed a social media influencer network and content strategy that yielded 400+ million organic digital video views in three seasons
- Played a key strategic marketing role in launching 20 professional soccer clubs, their brands, messaging, and fan engagement strategy
- Oversaw a seven-figure budget for marketing, content, and technology
- Created over \$3,000,000 in new revenue opportunities by integrating innovative sports technologies, including AI video, website platform, data warehousing and mobile applications
- Generated over \$150,000 in ad revenue via Twitter and YouTube content
- Drove the strategic marketing plans for the launch of two professional soccer leagues
- Founded and expanded the USL Digital network to over 90 websites, 25 mobile applications and collectively generated over 40 million impressions annually
- Hired and supervised over 25% of company personnel across disciplined teams in Marketing, Content, Social Media, Data, Communications, and Digital
- Orchestrated "The Forever Proud Project" - a year-round inclusivity initiative to connect with the LGBTQ+ community and navigated complex crises such as homophobia, racism, and social injustice on national and global stages

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## MARKETING, BRAND & DIGITAL EXECUTIVE

### SKILLS

Branding  
Business Strategy  
Communications  
Content Marketing  
Critical Thinking  
Data Strategy  
DEI  
Digital Marketing  
Google Analytics  
HubSpot  
Leadership  
Management  
Marketing  
Paid media  
Partnership Marketing  
Public Relations  
Social Media

### MEMBERSHIPS & COMMITTEES

#### **WOMEN IN SPORTS & EVENTS (WISE)**

Member

#### **PRO SPORTS ASSEMBLY**

Member

#### **SAINT LEO UNIVERSITY**

Marketing &  
Communications Advisory  
Council

#### **USL I.D.E.A. COMMITTEE**

Member

#### **USL IMPACT**

- Committee Leader  
- Gender Equity Advisory  
Board Member  
- LGBTQ+ Inclusivity Advisory  
Board Member

### EXPERIENCE CONTINUED

#### **COPYPRESS INC.**

**Digital Marketing Manager** January 2012 – December 2015

**Affiliate Marketing Manager** August 2011 – January 2012

- Executed digital and content marketing strategies for T-Mobile, Macy's, Airbnb, Uber, Home Depot, and other major brands alike
- Applied SEO strategy to optimize campaign performance for over 80 clients
- Implemented a specialty writer program that led to the recruitment of 250 writers and reduced COGS by over 40%
- Developed quality-control processes that diminished error rates and increased client retention by 10%
- Established myself as an internal thought leader for SEO with innovative link building and influencer publishing strategies
- Negotiated CPA, CPL, and CPM rates to guarantee a minimum ROI of 40% on media buys
- A/B tested landing pages across 10 websites and gathered critical performance data
- Analyzed data from Google Analytics against forecasts and adjusted strategy as needed to meet goals
- Worked with a development and design team to perfect 10 websites for conversion
- Aided the CEO by supporting departments (HR, Finance, and Marketing Operations)
- Scaled the staff from 6 to 48 employees, including hiring, training, goal setting, performance benchmarking, and reviews

#### **BLUEGLASS INTERACTIVE INC.**

**Search Engine Optimization Specialist** May 2011 – August 2011

- Managed weekly content syndication and perfected 250 websites for search engine traffic
- Developed web copy, press releases and blog posts with the end goal of driving traffic and revenue generation
- Trained and supervised two teams in keyword research and other SEO practices