

// SETH DOBIE || RESUME

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2025

// Professional Summary:

Versatile designer and creative director with expertise in branding, UI/UX design, and digital marketing. Specializing in visual storytelling, user experience, and high-impact design across multiple industries. Additionally skilled in AI-driven content creation, web development, and automation to support innovative design solutions.

// A selection of my design work can be found here:

www.tinseltokyo.com/send/seth-dobie-partial-design-portfolio.pdf

// Professional Experience:

Founder & Creative Director

// Tinsel Tokyo Magazine | Nov 2010 – Present

- Launched and directed a digital and print magazine blending Los Angeles glamour with Tokyo's fashion culture.
 - Built a global creative network, collaborating with top photographers, stylists, and designers.
 - Designed and managed the website and e-commerce platform, implementing a pay-per-issue system.
 - Led branding and marketing campaigns with advanced email marketing, Google remarketing, and targeted social media strategies.
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Design, Development & Marketing Consultant

// Meissenburg Designs | Nov 2018 – April 2024

- Developed custom APIs, streamlining operations with major brands like Disney.
- Revitalized visual assets and order processing systems to enhance brand presentation.
- Overhauled email marketing strategies to significantly increase engagement rates.
- Modernized catalogs and marketing materials to improve B2B communication and sales.
- Collaborated with coast-to-coast showrooms for branding and marketing expansion.

AI Technology Consultant

Freelance | Nov 2022 – Present

- Utilized ChatGPT, BARD, DALL-E-2, Midjourney, and other AI tools for content and automation.
 - Automated programming workflows to reduce development time and enhance efficiency.
 - Developed AI-driven marketing strategies to improve engagement and conversion rates.
 - Integrated AI tools for contract management, streamlining operations.
 - Created AI-generated visual content to support branding and digital campaigns.
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Creative Director

Linda Kammins Beauty Products | Jan 1999 – Apr 2021

- Led branding, packaging, and content strategy aligned with a holistic approach.
 - Designed and maintained a custom e-commerce website using PHP and MySQL.
 - Produced digital and video content showcasing expertise in aromatherapy and hair care.
 - Executed advanced email marketing campaigns with segmentation and analytics.
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Creative Developer

Freshology Healthy Food Delivery | Jul 2008 – Aug 2014

- Established the creative and development department, building a strong marketing team.
 - Led website development and created multiple microsites to boost brand visibility.
 - Executed multi-platform marketing campaigns across print, email, and digital channels.
 - Developed custom landing pages and tracking systems to optimize campaign performance.
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Web Developer & E-Commerce Manager

Los Angeles Philharmonic & The Hollywood Bowl | Jan 2001 – Feb 2009

- Designed and developed e-commerce platforms for Walt Disney Concert Hall and The Hollywood Bowl.
- Implemented custom front-end and back-end solutions ensuring stability and performance.
- Focused on user-friendly design and technical innovation to enhance digital engagement.
- Managed all phases of web development from concept to deployment and maintenance.

***//* Core Skills & Expertise:**

- Graphic & Branding Design – Adobe Creative Suite, digital/print design, packaging
 - UI/UX & Visual Design – Interaction design, user research, wireframing
 - Marketing & Content Strategy – Email marketing, SEO, campaign automation
 - Web Development – HTML, CSS, JavaScript, PHP, WordPress, MySQL
 - AI & Automation – ChatGPT, BARD, DALL·E-2, Midjourney, AI-driven workflows
 - Creative Direction & Team Leadership – Project management, cross-functional collaboration
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***//* Recent Web Projects:**

- Tall Pine Lounge & Casino – www.tallpinelounge.com
 - Misty Mountain Trading Post – www.mistymountaintradingpost.com
 - Big Hawk Designs – www.bighawkdesigns.com
 - Linda Kammins Aromatherapy – www.lindakammins.com
 - Tinsel Tokyo Magazine – www.tinseltokyo.com
 - Personal Photography Portfolio – www.sethdobie.com
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Let's build something innovative together!

All the best,

- Seth