

October 7, 2024

Dear SPMS Committee,

I have been involved with the Southern California Swimming community for over 10 years. As a swim parent, I have three children who swam competitively for the following teams: Rose Bowl Aquatics, Swim Pasadena, Coto Coyotes, Irvine Novaquatics, and Mission Viejo Nadadores. Over the years, my husband has also been on several Masters swim teams. Currently, our oldest son is on the Mission Viejo Nadadores Masters Swimming and our daughter is in age group Senior Silver. For many years, I have volunteered as Timer Coordinator and Timer Chair at swim meets. We encourage our children to swim on the Masters team in order to continue to improve, be social and stay fit. I would like to be involved and support this program.

My career has been in the advertising and marketing industry. I have worked both in Los Angeles and New York. In my role, I developed strong working relationships with external vendors and worked with internal cross functional teams. I am proficient in Word and Excel, and have used databases in my marketing positions. In addition to my transferable skills, I have a Master's Degree in Business Administration from University of California, Irvine. My personal interests include nutrition and exercise.

I believe that I am a strong fit for the SPMS Membership Coordinator position due to my involvement with the Southern California Swimming community, volunteer experience and technical skills gained from my career.

Thank you for your time and consideration.

Sincerely,

Seta Hovsepian

# SETA H. HOVSEPIAN

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An MBA graduate specializing in identifying marketing opportunities and creating brand marketing strategies. Proven success in product positioning, promotions, and new product launches. Consistently achieving significant return on investment across diverse brands.

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## **EXPERIENCE**

### **Marketing Management Consultant**

**2009 to present**

Optimize existing corporate marketing and branding strategies by developing and implementing marketing tactics, identifying improvements and determining new target.

- Lead project team in implementing marketing tactics such as creating local community events to educate consumers about water conservation and green initiatives for Pasadena Water and Power. Utilize internet postings and direct mail to promote events and programs.
- Execute advertising and media procurement to target key demographics and communicate brand messaging.
- Created a fundraising marketing strategy for an elementary school to implement new playground equipment. Contacted playground equipment vendors, received price quotes and evaluated product offerings. Presented a recommendation to the school board.

### **Broadcast Manager**

**2007 to 2008**

*Davis Elen Advertising- Los Angeles, CA*

*Private full service advertising agency with offices in Los Angeles, San Francisco, San Diego, and Portland*

Managed over \$20M of the media budget for high profile accounts; McDonald's, Toyota, and Sport Clips. Built strong business partnerships with sales managers at television affiliates; NBC, CBS, ABC, FOX, and CW, and procured advertising space for clients to target key demographics in order to implement the marketing strategy.

- Created effective promotional plans for McDonald's new product launches that built consumer awareness and increased sales revenue by 20%; promotions included on-air taste testing, coupon give-a-ways, product sampling and participation in community events.
- Conducted competitive analysis and identified key consumer target for each of McDonald's brand product lines; breakfast, burgers, and \$1 Menu.
- Analyzed Nielsen ratings to forecast demand of television programs in order to better position commercials; surpassed client expectations in 3Q by delivering to target and outperforming other agencies.
- Led client meetings, addressed and solved all client issues regarding marketing plans and strategies.
- Developed new media strategy that improved spot placement and post buy delivery by 30%.

### **Negotiator**

**2006 to 2007**

*PHD- Los Angeles, CA*

*Part of Omnicom Media Group, a global media and communications agency.*

Procured airtime on broadcast television, cable, and radio for Dodge, Chrysler, Jeep, Mercedes, Mitsubishi, Bank of America, Charles Schwab, and Bissell accounts.

- Analyzed sports packages and recommended reallocation of capital to higher profile teams based on Nielsen ratings research.
- Saved 10% of media budget and re-invested the funds in high profile programs which increased reach of audience by 15%.

**Senior Media Buyer****2004 to 2006***Carat- New York, NY**Part of Aegis Group, world's largest independent communications specialist and market leader in digital media solutions.*

Planned and developed marketing budgets and headed all contract negotiations for Hyundai, Kia, Adidas, Papa John's, Boston Market, Petco, Radio Shack, Midas, Pfizer, and Jenny Craig accounts in the northeast markets.

- Created a strategy of buying news programming in all day parts for Hyundai, which increased reach of audience by 20%.
- Created and launched retail and on-air promotions, corporate sponsorships and advertising efforts. On-air promotions included a commentator in the sports segment of late news to talk about Hyundai. Retail promotions for parts and service department through direct mail.

**Media Buyer****2000 to 2004***Davis Elen Advertising- Los Angeles, CA**Private full service advertising agency with offices in Los Angeles, San Francisco, San Diego, and Portland*

Purchased traditional broadcast media for the Toyota Dealers, McDonald's and Knott's Berry Farm accounts.

- Worked with cross functional teams and synchronized to implement client goals and strategies.
- Planned and tracked multi-million dollar marketing budgets to support national and local campaigns.
- Implemented effective marketing strategies that ensured a competitive advantage. Negotiated on-air taste testing with radio morning show personalities to talk about McDonald's new breakfast menu products.
- Utilized multiple communication channels to build awareness on new and existing products.

**Junior Media Buyer****1998 to 2000***Zenith Media- Los Angeles, CA**Fully owned by Publicis Groupe, Zenith Optimedia is part of the world's largest media service group.*

Assisted SVP, Director of Local Broadcast on projects with tight deadlines in a timely manner.

- Negotiated media contracts for Lexus, M&M Mars, Red Lobster and Office of National Drug Control Policy.
- Evaluated and reconciled billing discrepancies and conducted post buy analysis.

**Teller Supervisor****1992 to 1998***Bank of America- Los Angeles, CA**Financial services company and the largest bank holding company in the United States.*

Supervised a team of bank tellers, approved large transactions, opened and closed the retail branch.

- Sold bank products including loans, CDs, credit cards, checking, savings accounts and surpassed monthly sales goals by 10%.

**EDUCATION****M.B.A.,** University of California, Irvine**2012****B.S.,** Business Administration-Marketing, California State University, Northridge**1997**