



## Seth Duncan

Digital Specialist

Seth is famous. Well, he may as well be. He has connections to musicians, filmmakers and public figures all over the world. He has collaborated on projects with musicians in the UK, styled websites for firms in Canada, and written code for organizations based in England.

Seth has fully engrained the culture of social media into his lifestyle. Every tweet, every post is an opportunity to meet someone hundreds of miles away who can further a cause, enrich knowledge or simply inspire. One does not get this heavily involved in this world without learning the difference between a beautifully functional website and a distracting cacophony of bad HTML.

Classically trained in music, Seth realizes and understands similarities between a symphony and a website. Both are ruthlessly logical and brutally direct at the basic level of notation and coding, yet when properly understood, both produce a pleasing, harmonious work. His ear for digital marketing makes him a relentless translator of goals to applications. You say, "multiple locations," and Seth hears "maps in a mobile app." You say, "Pass the ketchup, please." He says, "There's an app for that."

By really listening to clients' brand objectives, Seth helps transpose them into symphonious, compelling interactive solutions. He scours blogs, devours tech mags and talks geek (his words not ours) to stay abreast of the latest and greatest. "It's not so much what technology can do," says Seth. "It's what can we accomplish for the brand by leveraging these new tools?"

As a digital specialist at Greteman Group and key iTeam player, Seth keeps the agency informed, educated and on the bleeding edge of technology, usually stopping short of actually drawing blood. Be sure to subscribe to our [Gretemangroup.com/blog](http://Gretemangroup.com/blog) to tap into Seth's (and other team members') insights. And keep listening for more of Seth's work. Above the noise. That clear, compelling voice breaking through? That's your brand.

### PROJECT HIGHLIGHTS

Bombardier Learjet interactive support  
Friends University website development  
Ethanol risk/insurance solutions application development  
and maintenance  
Asbury Church website development  
CarJinx digital brand management and website  
development  
Shine Like Stars digital brand management and website  
development

### PROFESSIONAL QUALIFICATIONS

Google Analytics Individual Qualification