

Seth McOmber

Program Manager specializing in digital user experience

sethmcomber@gmail.com | 530-902-1848 | sethmcomber.com

Professional Experience

Senior Digital Program Manager

AAA Washington, Bellevue, WA
May 2023 – Present

- Coordinate overarching enterprise programs and their supporting projects to implement, operate, and enhance digital experience platforms and interfaces.
- Forge and maintain relationships with multiple digital service vendors, both within a limited project scope and for long-term support and collaboration.
- Managed large-scale project to identify, plan and implement new digital experience platform, leading to a deep and growing understanding of the Adobe Experience Platform.
- Guide integration of digital marketing and information systems to generate personalized user experiences across the digital landscape.
- Maintain a regular reporting schedule to communicate in-flight project progress and operational metrics to executive stakeholders.

Program Manager & Principal UX/UI Designer/Engineer

PEMCO Mutual Insurance, Seattle, WA
Dec 2012 – April 2023

- **Modern Workplace Migration and Adoption Program**
Managed multi-year program to implement Microsoft's Modern Workplace platform, including company-wide adoption of cloud-based systems for internal communication, collaboration, and productivity. Achieved 100% adoption of cloud-based systems.
- **External Agent Systems and Access Program**
Managed two-year program to guide 800 affiliated insurance agents into compliance and adoption of new cloud-based systems and related security protocols. Achieved 99% compliance in the first year.
- **Search Engine Optimization (SEO) Program**
Managed multi-year program to analyze and improve organic search ranking of pemco.com. Directed decision making between IT and Marketing leaders in addition to a third-party vendor. Increased unique visitor count by 30% in first year.
- **Customer Reviews Program**
Developed three-year multiple-phase program to encourage online customer reviews. Average Google rating increased from 2.7 stars to 4.6 stars; Google review count increased from 64 reviews to 1,862 reviews.

Summary

I manage complex IT-driven programs, with focus on adoption and end-user experience. I work closely with stakeholders from across departments and at every level of management to ensure outcomes meet or exceed executive vision.

Education

University of Washington
Professional & Continuing Education
Certificate in Project Management, 2021

University of Washington
Professional & Continuing Education
Certificate in JavaScript, 2017

University of Washington
Professional & Continuing Education
Certificate, HTML5, CSS3 & Responsive Design for Web Development, 2016

School of Visual Concepts
Professional Development in
Typography, Poster Design, and
Web-Based Content Management
Systems, 2008 – 2012

Sacramento City College
Career Certificate, Graphic
Communication, 2006

Related Experience

Family Support Ombudsman
United States Coast Guard
Port Security Unit 313
October 2024 – Present

President, Board of Directors
Delridge Grocery Cooperative
November 2021 – February 2024

Advisory Board Member
University of Washington Professional
and Continuing Education
January 2018 – October 2019

Professional Experience

Assistant Director of Clinic Marketing

Bastyr University, Kenmore, WA

May 2009 – Dec 2012

- Hired and managed four-member team of direct reports, responsible for all consumer-facing digital content, including website content management, email newsletters, and social media accounts.
- Recruited and managed rotating pool of graduate students for participation in community outreach program and promotional events.
- Managed development and implementation of marketing campaigns across varied media. Provided creative direction for print and web marketing campaigns.

Owner/Principal

Seth McOmber Design

Jun 2008 – December 2012

- Provided web and graphic design services with focus on brand identity, website design, and search engine optimization.

Marketing Director

Davis Food Co-op, Davis, CA

May 2004 – Dec 2008

- Oversaw all marketing aspects of \$20 million/yr retail food cooperative. Developed and implemented marketing strategy within self-managed budget. Planned and executed promotional events. Forged and fostered community partnerships.
- Direct supervisor of full-time three-person support staff as well as a 30-plus-member volunteer cadre.