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Santa Cruz, California

Seth Kelsey

I take products from idea to launch. Seeking product, research and marketing roles.

Projects

Jul 2026 – Present

Black and Gold Society, private alumni network for Slug Rugby · blackandgoldsociety.com

- Found the gap: 130 players a year and thousands of alumni, with no way to stay in touch
- Scoped and launched a public site and an approval-only network in 12 weeks; live for all alumni
- Shipped a directory, mentorship, encrypted messages, jobs, fundraising and an admin panel
- Reworked flows from member feedback so every button is obvious, cutting cognitive load

Aug 2026 – Present

Way In, free job board for students · joinwayin.com

- Founded it after finding only 7 of 2,200 roles on six career boards open to a sophomore
- Grew the board to 13,312 roles from 872 employers, refreshed daily from six sources
- Shipped on web and iPhone, scoring each role against a student's major, skills and hours
- Refined the UI from student feedback, keeping each screen simple and clear

Experience

Aug 2026 – Present

Server, Venus Kitchen & Distillery
Santa Cruz, CA

- Coordinate with kitchen and bar staff on timing and plating through busy dinner and happy-hour rushes
- Guide guests through the cocktail and spirits program with personalized recommendations
- Upsell small plates, happy-hour specials and signature cocktails

Mar 2024 – Jun 2025

Sole proprietor, Neighbor to Neighbor
Sonoma County, CA

- Served over 100 residential and commercial cleaning clients across Sonoma County
- Grew online visibility and customer reach with SEO
- Managed client relationships in a CRM
- Designed marketing materials and promotional content

Education

Graduating 2027

BA, Psychology, UC Santa Cruz

Skills

Project planning and scoping, prioritization and roadmaps, user research, UI/UX and usability, stakeholder communication, launch and rollout, client relationships and CRM, SEO and marketing, Next.js and Supabase