

A talented Louisvillian moves on

Just a month after the Greater Louisville Project released its report on what the city can do to become a competitive metro area, another innovative young professional is moving out.

Sean Walser, the 27-year-old founder of the tech, fashion and trend review site Buzz-Beast.com, has accepted an offer from Deuce Brand, a San Diego company founded in 2009 by Louisville native Gary Hughes.

Deuce Brand is a fashion sport line. Currently, its sole product is the customizable, thin-banded silicone wristwatch seen on the likes of Snoop Dogg, BMX star Dave Mirra and Manny Ramirez of the Los Angeles Dodgers. Hughes has plans to expand the line to include several other accessories.

Walser, who will set off for his new life in California on

July 26, will oversee Deuce Brand's digital marketing strategy, which includes managing its Web site, blog, Twitter and Facebook pages.

Prior to his hiring, Walser redesigned Deuce Brand's blog and developed the company's Twitter page, "to the point where we actually have an audience," said Hughes.

"Sean is extremely good at developing Twitter pages to develop that type of audience, the type that relates to

our brand. For us, that

was more of the fashion, athletic, the runners, the urban" audience, he continued.

Walser's expertise comes from the development of Buzz-Beast.com, a website geared to Gen-Y trendsetters. He started it in March 2009, after a series of events pushed him to stop being afraid and pursue what made him happy.

Following a four-month-long layoff from his job as a translator for a construction company, Walser had a meeting with Stock Yards Bank president David Heintzman to discuss Shades of Rome, Walser's idea for a cause marketing company with a social media base.

During a visit to a barber shop that same day, Walser's barber suggested he create a blog so that he would have a permanent place for the magazine articles he had archived in binders over the past several years, and so that other people could access them, too.

"My friends have always been big

on borrowing and never returning the binders ... The site was created with the goal of using it as a platform to market my dream product, and also to keep an online record of what I like," Walser said.

Other people like it, too. The May 2010 Google Analytics stats for Buzz-Beast.com show over 162,000 page views, and Walser said the site's readers come from over 178 different countries. Buzz-Beast.com was highlighted in the Spring/Summer 2010 issue of Iguatemi, a fashion and trend magazine edited by Vogue Brazil and distributed to VIP clients.

And PR reps in New York have invited Walser to exclusive events like the Burberry Menswear Show in Milan and the opening of the redesigned Ferrari showroom in New York, rarely aware that an unpaid Gen-Y Kentuckian pursuing a hobby — Walser's last day as an estimator for a construction company was July 21 — is creating buzz about their clients.

Through the popularity of Buzz-Beast.com, Walser has been able to pursue Shades of Rome, his original dream of helping others.

"I had access to some of the largest PR firms in world, to business owners, to athletes. The world doesn't have to suck. If I have the power to help someone, why not do it?" said Walser.

In 10 minutes, he recalled, he managed to get Puma to donate hundreds of soccer balls for a college mission trip to South America, something the students couldn't do after 10 months of trying.

Walser is thrilled to be able to help others and do something he loves.

"I've only seen one or two people in my life where you can look in their eyes and tell they really love what they do." ♣

Mariam Williams is a Louisville native. More of her thoughts and stories can be found at RedboneAfropuff.com.



MARIAM WILLIAMS