

Lance Rice

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CONTENT MANAGER

PROFESSIONAL SUMMARY

20+ years of experience in marketing, design, communications, and content development. Professional highlights include creating and maintaining internal resource sites in SharePoint & GoSites, designing executive level presentations, producing case studies from interviews and feedback sessions, writing timely Covid-19 outreach based CDC and FDA findings, establishing a lead generation department and processes, project managing website launches from start to finish, leading GIS mapping committee, developing advanced sales tools, creating targeted multi-touch campaigns, and improving efficiencies that save both time and money.

AREAS OF EXPERTISE

- Web content development
- Copy writing
- Print, digital, and video production
- Presentation development
- Internal communications
- Email & omni-channel campaigns
- SharePoint
- Adobe Creative Suite (Print, digital, and video production)
- Microsoft Office
- Google Workspace
- Content Management Systems (SharePoint, Wordpress, Modx, Wix, and custom-built ones)
- Email Marketing Platforms (Mailchimp, Subscribermail, Constant Contact, and Marketo)

INDUSTRIES

- Technology
- Media & sales
- Full-service agency

PROFESSIONAL EXPERIENCE

Slalom Seattle, WA | Apr 2021 – Jul 2026

Business Analyst, Google | Oct 2025 – Jun 2026

- Conducted in-depth end-to-end user experience analysis of 1.1K+ ads representing \$420M+ in direct campaign spending tied to accounts with total ad budgets exceeding \$28B
- Developed AI assistants that increased productivity by 40%
- Created guidance on industry specific advertising trends to help the Google Policy Team identify and mitigate negative customer impacts

Content Manager, Google | Mar 2023 – May 2025

- Built microsites to support high priority initiatives and asset management
- Worked closely with SMEs to create highly polished presentations for audiences ranging from executive level to field sellers
- Produced testimonial and client appreciation videos shared throughout the Google Cloud organization
- Designed unique branding materials for high profile communications

Communications and Enablement Support, Microsoft | Jul 2021 – Dec 2022

- Launched and managed a highly regarded SharePoint site operating as a central hub for all training and onboarding materials
 - Developed user interface, content flow, and best practices
 - Organized and converted hundreds of documents from a variety of formats into SharePoint pages
 - Worked cross-divisionally to advise other teams looking to duplicate our success
- Partnered with SMEs to develop in-depth trainings in the form of presentations, SharePoint pages, and videos
- Provided strategic direction on communications and helped execute internal initiatives

Copywriter and Marketing Support, Walgreens | Apr 2021 – Jun 2021

- Wrote and maintained landing pages for strategic COVID-19 communications
- Conducted website audits and provided recommendation to improve user experience
- Designed B2B, B2C, and B2B2C collateral

Microsoft Seattle, WA | Aug 2019 – Jun 2021

Marketing Specialist

- Spearheaded the complete redesign of the program's internal portal
 - Restructured the site map to a more intuitive interface
 - Wrote and designed individual pages to provide context and best practices for program resources
- Adapted the program's recruitment from event focused to an online format
 - Wrote and designed the program's first public-facing webpage (customercocreation.microsoft.com)
 - Designed the program's new logo and branding guide
 - Composed blog posts and social media content
- Produced videos and presentations used in executive communications, industry events, and offsite meetings
- Built case studies from recorded testimonials and Microsoft Partner feedback sessions
- Created visual elements for and participated in industry events including Ignite, Build, and Women in Technology
- Developed internal communications for Microsoft Cloud + AI division

Chatbox Seattle, WA | Nov 2017 – Nov 2018

Revenue Operations Manager

- Designed and managed the production of the company's new website
- Produced multiple targeted videos to promote and provide an overview of the Chatbox platform
- Wrote blog posts and newsletters and created social media content that yielded a 40% increase in followers
- Designed all print collateral, digital assets, and conference signage
- Created landing pages and support materials for industry-targeted campaigns

Comcast Spotlight Seattle, WA | Oct 2012 – July 2017

Marketing Communications Specialist West Division

- Created category-specific prospecting collateral. Healthcare version closed 60k first time it was used
- Managed roll out of Marketo marketing automation software, trained departments on usage, created templates, and stewarded initial campaigns
- Led ESRI GIS mapping committee
 - Developed an online map creation tool

- Created best practices, trained new users, and wrote training materials
- Worked with division leaders to establish design standards
- Devised a new process for producing targeted prospecting videos that removed the burden from the video production team and reduced production time from three to five days to three to five minutes
- Supported digital marketing efforts by maintaining market websites and creating microsites for targeted campaigns
- Participated in national sports and political initiative committees
- Started a training program to help account planners improve their PowerPoint, design, and writing skills

ADDITIONAL PROFESSIONAL EXPERIENCE

Comcast Spotlight Seattle, WA

Marketing Communications Specialist NW Region

Rebranded sales and marketing materials to strengthen the company's visual identity

- Developed client-focused copy
- Collaborated with sales managers to design a Flash-based sales tool that allows account executives to present slides in a non-linear fashion and received a company-wide GEM innovation award for this product.
- Managed website content for multiple markets with a focus on SEO and usability that contributed to a 30% increase in quality leads
- Created internal newsletters to promote company brand and increase cross-market communication
- Managed all print and web materials for the NW region
- Collaborated with a team to organize and create signage for client events
- Designed sales collateral for target account marketing campaigns such as Washington State Auto Dealers Association
- Created support materials and an interactive tracking process for divisional and local ad sales contests
- Developed modules that can launch from PowerPoint to accurately represent the company's advertising options
- Trained coworkers in various tools and technical skills such as Photoshop, Flash, and print design

Internet Marketing & Database Prospecting Specialist

- Established the lead-generation department and its processes
- Collaborated on the development of a presentation tool with remote updating capabilities
- Supported customer-focused media selling strategies
- Leveraged a separate domain and server to supplement the needs of the main corporate CMS website
- Combined research tools such as Kantar, Sales Genie, and AdMall to identify leads for account executives
- Produced online ads for clients throughout the NW region such as State Farm Insurance and Vancouver Symphony Orchestra

Advertising Coordinator

- Utilized Nielsen and Stowell research to define and target specific demographics for television campaigns
- Designed an in-depth Excel spreadsheet for tracking and analyzing potential client newspaper spending that helped Account Executives qualify potential leads
- Assisted Account Executives in creating client focused presentations

Baron & Company Bellingham, WA

Designer / Researcher / Copywriter

- Assisted in crisis drills by setting up and working in the Joint Information Center to train public relations and media communication strategies
- Developed and coordinated a multiple stage printing process that saved the client 42% of the printing cost
- Created a dual navigation layout for a client's website to ensure their clients find information efficiently
- Conducted market research to assess brand recognition and perception
- Wrote and produced ads, newspaper inserts, brochures, websites, and direct mailers under tight deadlines
- Managed multiple client projects involving print, web design, copy writing, and research

EDUCATION**Western Washington University**

- BA, Marketing

CERTIFICATIONS, AFFILIATIONS, AND RECOGNITIONS

- Gem Award for Innovation, a company wide recognition at Comcast Spotlight