

# Lance Rice

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## Microsoft

### **Sr Associate, Content Creator and SharePoint Manager, Contract (Jul 2021 – Dec 2022)**

- Launched and managed a highly-regarded SharePoint site operating as a central hub for all process updates, training content, 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 subject matter experts to produce in-depth training pieces in the form of presentations, SharePoint pages, and videos
- Provided strategic direction on communications and helped execute internal initiatives

## Walgreens

### **Sr Associate, Copywriter and Marketing Support, Contract (Apr 2021 – Jun 2021)**

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

## Microsoft

### **Marketing Specialist for Customer Co-creation Program, Contract (Aug 2019 – Apr 2021)**

- Spearheaded the complete redesign of the program's internal web 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 being event focused to an online format
  - Wrote and designed the program's first public-facing webpage
  - Designed the program's new logo and branding guide
  - Composed blog posts and social media content
- Produced videos and presentations for executive communications, industry events, and offsite meetings
- Built case studies from recorded testimonials and Microsoft Partner feedback sessions
- Created visual elements for industry events including Ignite, Build, and Women in Technology
- Developed internal communications shared with 35k+ colleagues within the Microsoft Cloud + AI division

## Chatbox

### **Revenue Operations Manager (Oct 2017 – Nov 2018)**

- 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

### **Marketing Communications Specialist, West Division (Aug 2012 – Jul 2017)**

- Created category-specific prospecting collateral. The Healthcare version closed 60k the 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

### **Marketing Communications Specialist, NW Region (Nov 2009 – Aug 2012)**

- 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 the 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

### **Database Prospecting / Internet Marketing Specialist (Oct 2007 – Nov 2009)**

- 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 (Oct 2005 – Oct 2007)**

- Utilized Nielsen and Stowell research to define and target specific demographics for television campaigns
- Designed a spreadsheet that helped account executives track and analyze potential client newspaper spending and qualify leads
- Assisted Account Executives in creating client-focused presentations

### **Baron & Company**

#### **Account Assistant / Production Designer (Jul 2003 – Jul 2005)**

- 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 multistage printing process that saved the client 42% of the printing cost
- Created a dual navigation layout for a client's website to improve efficiency and usability
- Conducted market research to assess brand recognition and perception
- Wrote and produced ads, newspaper inserts, brochures, websites, and direct mailers
- Collaborated with Whatcom Community Connections to provide job shadow opportunities to students interested in a marketing career

### **FreeLance Marketing**

#### **Founder (Jan 2003 – Jul 2003)**

- Produced a commercial with an ROI that covered the client's ad buy for two weeks of airing
- Wrote a press release picked up by two print publications, leading to 20 new clients in two weeks
- Directed a small team of marketing pros across multiple accounts
- Presented regularly at WWU marketing classes and the Student Marketing Association

### **EDUCATION**

- Western Washington University, Bachelor of Arts, Business Marketing, 2002
- School of Visual Concepts
  - Elements of Design and Elements of Drawing, 2010
  - Fundamentals of User Experience, 2014

### **TECHNICAL SKILLS**

Adobe Creative Suite (print, digital, and video production), Sharepoint, Microsoft Office, Clearslide, Suscribermail, Constant Contact, WordPress, Slide Rocket, Marketo, ArcGIS, Basic HTML, Basic CSS