

Lance Rice

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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 – current

Content Manager, Google

- 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

- 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

- 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 2005 – 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

Marketing Communications Specialist NW Region | Dec 2009 – Oct 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 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 | Oct 2007 – Dec 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 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 | Jul 2003 – Jul 2005

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