

# Lance Rice

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## Microsoft

### Marketing Specialist for Customer Co-creation Program (2019 – 2020)

- 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
  - 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
- Recorded testimonials and Microsoft Partner feedback sessions for developing case studies
- 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

### Revenue Operations Manager (2017 – 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 (2012 – 2017)

- 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 (2009 – 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

### Database Prospecting / Internet Marketing Specialist (2007 – 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 (2005 – 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 (2003 – 2005)**

##### **Account Assistant / Production Designer**

- 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 (Feb 2003 – Aug 2003)**

- Produced a commercial with an ROI that covered the client's ad buy was paid for within 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), Marketo, ArcGis, Microsoft Office, Clearslide, Suscribermail, Constant Contact, WordPress, Slide Rocket