

# Lance Rice

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## EMPLOYMENT HISTORY

### Chatbox

#### Revenue Operations Manager (2017– 2018)

- Project Managed and designed a new company website from the ground up
- Produced multiple targeted videos to promote and provide an overview of our product
- Wrote blog posts, newsletters, and social media content
- Designed all print, digital, and conference materials
- Created landing pages and support materials for 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
- Rolled out Marketo marketing automation software to the West Division, trained departments on usage, created templates, and stewarded initial campaigns
- Lead ESRI GIS mapping committee
  - Developed online map creation tool
  - Created process, trained basic users, and wrote training materials
  - Worked with division leaders to establish design standards
- Devised a new process for producing targeted prospecting videos that reduced turnaround time from 3-5 days to 3-5 minutes while also removing the burden from the video production team
- Maintained West Division's Market Websites, created microsites for targeted campaigns, and supported E-Marketing efforts
- Selected to take part in national sports and political initiative committees
- Started a presentation training program for Account Planners to improve their PowerPoint, design, and writing skills

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

- Rebranded sales and marketing materials to create a stronger visual identity and developed copy that speaks directly to the client
- Collaborated with sales managers to design a flash based sales tool that allows Account Executives to present slides in a non-linear fashion. This tool also won a company wide GEM award for innovation.
- Managed website content for multiple markets with a focus on SEO and usability that contributed to a dramatic increase in quality leads
- Created internal newsletters to promote an internal brand and increase cross market communication
- Responsible for all print and web materials for the NW region
- Worked with a team to organize and create materials for client events
- Designed materials 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
- Frequently trained co-workers in various technical skill sets such as Photoshop, Flash, and print design

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

- Developed the lead generation department and its processes
- Worked with a developer to create 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 find leads for Account Executives
- Produced online ads for clients such as State Farm Insurance and Vancouver Symphony Orchestra throughout the NW region and supported the West Division for Flash ads

#### Advertising Coordinator (2005 – 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 (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 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 clients and projects simultaneously
- Worked with Whatcom Community Connections in offering a job shadow to students interested in a career in marketing

## **FreeLance Marketing**

### **Founder (Feb 2003 – Aug 2003)**

- Produced a commercial that created enough business for the client that its ad buy was paid for within two weeks of airing
- Wrote a press release picked up by two print publications leading to twenty new clients in two weeks
- Supervised marketing volunteers working on various tasks for multiple clients
- Presented several times at WWU Marketing Classes and Student Marketing Association

## **EDUCATION**

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

## **TECHNICAL SKILLS**

- Experienced using: Marketo, ArcGis, Adobe Creative Suite, Microsoft Office, Clearslide, Suscribermail, Constant Contact, WordPress, Slide Rocket