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Clever Real Estate (St. Louis, MO)

Copywriter, CRO Specialist | November 2019 to March 2020

TYPES OF WORK:

Landing pages, Wireframes, Native ads, User onboarding flows, Lead magnets, Chat bots, Email/SMS drips, Product spec'ing

HIGHLIGHTS:

- Revamped home page and sign up flow to boost CVR
- Launched new customizable landing page template in Unbounce to ease dev resources

FleishmanHillard (St. Louis, MO)

Senior Copywriter | September 2018 to November 2019

TYPES OF WORK:

Brand guidelines, Style guide, Award entries, Video scripts, Pitch decks, B2B marketing, Trade ads, Case studies, Narrative development, Thought leadership, HR/recruiting materials

HIGHLIGHTS:

- First-ever, back-to-back wins for PRWeek and Holmes Report U.S. Large Agency of the Year
- New library of 40+ original case studies. With the framework to grow.

World Wrestling Entertainment (Stamford, CT)

Copywriter | December 2016 to August 2018

TYPES OF WORK:

TV/print/digital ads, Scripts, Catchphrases, Taglines, Naming, Merchandise, Brand partner integrations, Social, Company values, CSR, Event marketing, Email, B2B support, Speechwriting

HIGHLIGHTS:

- Concepted #SpeakWWE, a social campaign that's bringing WWE fandom out of the shadows
- Video views by the millions

FanDuel (New York, NY)

Senior Copywriter | April 2015 to December 2016

TYPES OF WORK:

Brand guidelines, Landing pages, Email, Onboarding flows, Video scripts, Digital/radio ads, OOH and arena signage, NFL and NBA partner promotions, Message testing, Events, Site copy, UI, Product/feature launches

HIGHLIGHTS:

- Ad copy consistently tested better than CPA benchmarks across digital, radio, and affiliate channels
- Led the copy side of a full rebrand (a rebrand the internet didn't hate)

Kasasa (Austin, TX)

Copy Lead | November 2013 to March 2015 • Copywriter | February 2012 to November 2013

TYPES OF WORK:

Brand guidelines, TV/radio/print/digital ads, Local market activations, In-branch collateral, OOH and point-of-sale advertising, Site-mapping, Social, Email, Content, Banking compliance, Blogging

HIGHLIGHTS:

- Accounts grew from 328,602 in Dec. 2012 to 625,000+ in Feb. 2015 — a 90.2% increase
- Won a companywide award for "Badassitude" (read: "Excellence" at other companies)

Red Ventures (Charlotte, NC)

Copywriter | August 2010 to February 2012 • Copywriting Intern | June 2010 to August 2010

TYPES OF WORK:

Microsites, Landing pages, Direct marketing, Blogging, SEO content, Customer experience research, Conversion optimization

HIGHLIGHTS:

- Got comfortable working with major brands like DirecTV and ADT Home Security
- Got my first real-world paycheck — pretty cool

EDUCATION Bachelor of Journalism in Advertising/Strategic Communication | May 2010 | University of Missouri