

SEE MY WORK AT [HireMikeRice.com](https://hiremikerice.com)

EMAIL work.mike.rice@gmail.com

PHONE (404) 316-2125



Branch (Remote)

Senior Copywriter | November 2021 to present

TYPES OF WORK:

Brand messaging, referral marketing, video scripts, onboarding flows, performance marketing, email, sales/CS scripts, B2B, employee experience

HIGHLIGHTS:

- Annual written premium (primary growth metric) grew 4.5x YOY to \$150 million in 2022
- Built an award-winning employer brand, recognized as a Glassdoor Best Place to Work

2e Creative (St. Louis, MO)

Senior Copywriter → Copy Supervisor | March 2021 to November 2021

TYPES OF WORK:

Brand messaging, product launches, brand campaigns, sales enablement assets, marketing collateral

HIGHLIGHTS:

- Promoted to Copy Supervisor after just 6 months
- Worked on Alcon, the global leader in eye care, with dozens of cutting-edge surgical brands

Kasasa (Austin, TX)

Senior Copywriter | April 2020 to March 2021 • Copywriter → Copy Lead | February 2012 to March 2015

TYPES OF WORK:

Brand guidelines, TV/radio/print/digital ads, local market activations, OOH and point-of-sale advertising, in-branch collateral, social, email, content, compliance

HIGHLIGHTS:

- Kasasa accounts grew to 625k+ by March 2015, now over 2.25 million
- Won a companywide award for "Badassitude"

Freelance

Brand Consultant, Copywriter | October 2018 to present

TYPES OF WORK:

Naming, branding, customer onboarding, push notifications, email campaigns, point-of-sale signage

CLIENTS:

- XFL, betPARX, Fliff, Energizer, FireKeepers Casino & Sportsbook, Real Vision Crypto

FleishmanHillard (St. Louis, MO)

Senior Copywriter, Managing Supervisor | September 2018 to November 2019

TYPES OF WORK:

Brand guidelines, style guide, award entries, pitch decks, B2B, case studies, narrative development, video scripts, thought leadership, HR/recruiting materials

HIGHLIGHTS:

- First-ever, back-to-back wins for PRWeek and Holmes Report U.S. Large Agency of the Year
- Client work included Jordan Brand (Nike), Levi's, Patagonia, and Spartan Motors

World Wrestling Entertainment (Stamford, CT)

Copywriter | December 2016 to August 2018

TYPES OF WORK:

TV/print/digital ads, video scripts, catchphrases, naming, merch, partner integrations, social, company values, CSR, live events, email, B2B, speechwriting

HIGHLIGHTS:

- Concepted #SpeakWWE, a social campaign to fuel UGC content
- Millions of video views, all over the world

FanDuel (New York, NY)

Senior Copywriter, Team Lead | April 2015 to December 2016

TYPES OF WORK:

Brand messaging, landing pages, email, video scripts, performance marketing, onboarding flows, NFL/NBA integrations, radio, live events, UI, product launches

HIGHLIGHTS:

- Ad copy tested better than CAC benchmarks across digital, radio, and affiliate channels
- Led the copy side of a full rebrand

Red Ventures (Charlotte, NC)

Copywriting Intern → Copywriter | June 2010 to February 2012

TYPES OF WORK:

Microsites, landing pages, direct marketing, SEO content

HIGHLIGHTS:

- Sold a whole lot of DirecTV, direct to consumer

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