
MITCHELL VICE



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PROFILE

I began my career in the commercial arts like many... as a stripper making my way through college. From a stripper, I moved up the ranks to plate-maker, then typesetter and finally illustrator and graphic artist, all before the words "desktop publishing" were uttered.

Once the Mac came on to the creative scene, it was on. I bought my own Mac, learning how to design with it, crash it, and restore it. Once digital media came into play, it was onward and upward again. In 1996 I joined forces with Mike Brian at ProClix, one of the first interactive shops in Utah, as an interactive designer. When ProClix merged with Penna Powers in 2000, we had amassed an arsenal of user interface strategy, programming prowess and engaging marketing solutions by delivering rich user experiences to the masses through all forms of digital means, from floppy disks to DVDs, and from banner ads to web sites.

My entire career I have been passionate about producing inspiring user experiences that do more than just present the message through pixels or paper. My depth of technical know-how and understanding of industry trends allow me to provide guidance on user interface and experience design through storyboards and wireframes, technical and functional requirements through flowcharts and blueprints, content and multimedia strategy, direction and delivery, along with search engine optimization and online marketing campaigns.

As a Director for Penna Powers, I directed a team that provided superior digital capabilities to our clients while managing the development of websites and mobile applications, as well as implementing strategic digital and social media campaigns. I was responsible for helping develop and managing these digital strategies, including internal and external promotions, content creation, design development and implementation, and on-line engagement. I also provided input and direction for new business responses, proposals, as well as participating in pitch presentations to represent the agency's digital capabilities.

I am a strategic problem-solver by nature. My 20+ years of experience have made me an expert generalist in the field of marketing and advertising, with a concentration on digital communication and conversation. With my lack of bias over any specific client or audience, I can have a more accurate view of the world and can make better predictions of the future. By pulling insights that already work in one area into ones where they haven't been tried yet, I can have more breakthrough ideas for reaching an audience and delivering the message. I am able to build deep connections with people who are different because I can understand and empathize with their perspectives. This empathy enables me to serve as a connector between people in different groups and teams, creating common goals and encouraging teamwork. My entire career has been acting as a brand ambassador to enroll others, internally and externally, into a common conversation and cause.

RESPONSIBILITIES

- Lead the all client digital marketing strategies, project planning and technical executions
 - Create digital processes and protocols
 - Ensure collaborative workflow within Client Services, Creative Department, and Interactive Development to optimize delivery of digital services.
 - Oversee the development and delivery of all strategic digital deliverables, including audits, research, analytics, audience profiling, user personas, and strategies for: digital experiences (web, tablet, social networks and platforms; mobile); digital marketing campaigns and media; content; social; SEM; and CRM
 - Monitor trends and proactively work with Client Services to discover opportunities for increased digital work with existing clients, develop trusted client relationships and pitch new opportunities that lead to new client engagements
 - Provide digital direction for new business opportunities
 - Seek opportunities to drive revenue growth through digital capabilities
 - Identify necessary software, tools and vendors that will support the agency's digital initiatives
 - Ensure digital strategy staff consistently meets their established billable utilization targets
 - Ensure that digital strategy staff receives timely performance reviews, development goals and corrective action plans as needed
 - Direct multiple projects simultaneously
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SKILLS

- 15+ years marketing/online/agency experience, including managing strategy development, content acquisition, and website development
 - Strong strategic thinker: Ability to apply conceptual strategy, brainstorm facilitation, and day-to-day directing of projects through completion. Proven experience creating strategies that are executable through creative expression
 - Exceptional leadership and organizational skills: Ability to manage, mentor, inspire and build consensus to work effectively within a cross-departmental team executing multiple projects in a fast-paced, deadline-driven environment
 - Exceptional communication (verbal, written and personal) and organizational skills
 - Expert client presentation skills: Ability to clearly and convincingly articulate branding, marketing and creative strategies to c-level clients.
 - Strong knowledge of SEM and SEO to work with strategic partners to offer analytics and consultation to clients
 - Strong knowledge of website production technologies (LAMP), including popular content management platforms and marketing automation systems
 - Advanced knowledge of HTML/ CSS/ JavaScript
 - Advanced knowledge of Adobe Photoshop/ Illustrator/ Premier/ After Effects and many Creative Suite tools
 - Advanced knowledge of Apple Final Cut Pro/ Logic Pro/ Keynote
 - Advanced knowledge of Microsoft Word/ Excel/ PowerPoint
 - Advanced knowledge of Google Apps for Business/ Webmaster Tools/ Analytics
 - Passion, Integrity, and Energy!
 - Available to travel
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EXPERIENCE

Technology Director
Penna Powers - Salt Lake City, UT
July 2014 – March 2015

Digital Director
Penna Powers - Salt Lake City, UT
January 2013 – July 2014

Interactive Manager
Penna Powers - Salt Lake City, UT
September 2010 – December 2012

Marketing Director
Eternity Bridal - Provo, UT
April 2008 – September 2010

Marketing Director
Walker Design Services - Salt Lake City, UT
October 2004 – March 2008

Director of Interactive Development
Penna Powers - Salt Lake City, UT
January 2002 – October 2004

Interactive Art Director/ Developer
ProClix Interactive - Salt Lake City, UT
October 1996 – December 2001

Graphic Designer/ Illustrator/ Developer/ I.T.
Merrell Remington - Salt Lake City, UT
1995 – 1996
