

Mitchell Vice

801-433-7282

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3610 S CAROLYN - MILLCREEK 84106

Digital Marketing Professional

For more than 20 years I have been passionate about brand development, results-driven strategy, inspiring user engagement and measuring the effectiveness of these combined efforts. I am a Swiss Army knife in the fields of branding, marketing and advertising, with a concentration on digital communication and conversation.

Experience

HEAD OF MARKETING

COMPANION CORPORATION - COTTONWOOD HEIGHTS, UTAH / NOVEMBER 2018 - PRESENT

Direct and manage a high-performing and collaborative communications & marketing team.

Develop, implement, and evaluate comprehensive marketing and communications campaigns to support and advance COMPanion Corporation goals, and to facilitate internal and external communications.

Develop content and engagement strategies to inform, educate, and inspire prospects and customer groups reaching those who don't know COMPanion Corporation.

Define and document a content strategy that demonstrates how content can be created, deployed, measured and refined to meet user needs and support the business.

Capitalize on data-driven insights, shifts in the market, and technology advancements to evolve the underlying content strategy, and communicate these changes to the team.

Evangelize the benefits of a cross-channel content strategy and ensure content is utilized cross-functionally with other channels while maintaining favorable relationships.

Ensure that content quality is measured and evaluated on an ongoing basis and using research and data to ensure content effectiveness.

Be an influential voice for best practices in content strategy, user experience, design, and technology.

Collaborate with other areas within COMPanion Corporation to plan, create, and implement communication and marketing strategies, and tactics that lead to measurable action by the targeted stakeholder group.

Ensure that all communications mediums including promotions, graphics, digital communications, etc. are working in concert with each other.

Regularly conduct relevant market research and adjust strategies or tactics as appropriate.

Bring the marketing and communications perspective to Leadership team discussions and inform communications & marketing team of institutional direction. Monitor and employ new trends in communications technology as appropriate, including social media and other web-based platforms.

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Experience *(continued)*

DIGITAL MARKETING ADMINISTRATOR

UNIVERSITY CREDIT UNION - SALT LAKE CITY, UTAH / APRIL 2015 - SEPTEMBER 2017

Organized, managed and developed the credit union website content, SEO, SEM, social media, digital ad buys and online marketing strategies and tactics. Created automated email marketing campaign logic, segmentation and templates to target new members and re-market to current members. (MS SQL, Documatix and DOMO) Developed reporting visualization tools to aggregate multiple databases and analytics platforms into succinct measurements of digital marketing campaigns. (Google Analytics, Webmaster Tools, MortgageBot, LoansPQ and DOMO) Created internal project workflow process using Basecamp. Scripted, casted, directed, shot and edited digital video content.

DIGITAL DIRECTOR

PENNA POWERS - SALT LAKE CITY, UTAH / OCTOBER 2010 - MARCH 2015

Provided vision and leadership for developing and implementing information technology initiatives. Planned, budgeted and directed the implementation of enterprise-level IT systems in support of agency operations in order to improve cost effectiveness, service quality, product offerings and business development.

Created and managed the digital advertising strategies and the development of digital projects for agency clients US Bank, Rio Tinto Kennecott, Harmon's Grocery, SUNROC, Legacy Retirement Communities, Ray Quinney & Nebeker, Utah DOT, Nevada DOT, ClaimZone, and others. Performed audits of internal intranets, websites, mobile apps, content, and UX/UI to determine best practices and engagement. Directed a team of strategists, account managers, designers and developers to ensure superior digital capabilities for our clients while assisting in the development of UX/UI, websites and mobile applications, and implementing strategic digital and social media campaigns.

MARKETING DIRECTOR

ETERNITY BRIDAL - PROVO, UTAH / APRIL 2008 - SEPTEMBER 2010

Coordinated, directed and executed all facets of marketing for a fashion design, manufacturing, wholesale and retail company; from design to delivery. Created advertising collateral; developed websites, e-commerce site, catalogs, trade shows, fashion shows, press releases and promotions. Strategized, executed and managed all online marketing campaigns, SEO/SEM/PPC. Created and managed marketing budgets.

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Experience *(continued)*

MARKETING DIRECTOR

WALKER DESIGN BUILD - SALT LAKE CITY, UTAH / OCTOBER 2004 - MARCH 2008

Coordinated, directed and executed all facets of marketing for a home design and construction company; from design to delivery. Created advertising collateral; developed websites, brochures, newsletters, press releases and promotions. Strategized, executed and managed all online marketing campaigns, SEO/SEM/PPC. Created and managed marketing budgets.

DIRECTOR OF INTERACTIVE DEVELOPMENT

PENNA POWERS - SALT LAKE CITY, UTAH / JANUARY 2002 - OCTOBER 2004

Directed a team of interactive artists and developers charged with the design and development of client websites, CD-ROMs, DVDs, emails, banner ads and online advertising campaigns; JP Morgan Chase, Companion Technologies, Utah DOT, Sun Valley Resort, Utah Department of Public Health. Provided engagement strategies, UI/UX insights and technical requirements and specifications. Participated in client and new business presentations.

INTERACTIVE ART DIRECTOR

PROCLIX INTERACTIVE - SALT LAKE CITY, UTAH / OCTOBER 1996 - DECEMBER 2001

Directed a team of interactive artists and developers charged with the design and development of client websites, CD-ROMs, DVDs, emails, banner ads and online advertising campaigns; Salt Lake Olympic Organizing Committee, PaymentNet, Utah Jazz. Provided engagement strategies, UI/UX insights and technical specifications. Participated in client and new business presentations.

Education

Cabrillo College	Aptos, CA	Commercial Art
Rio Hondo College	Whittier, CA	Commercial Art

Skills

Marketing Research, Marketing Strategy, Marketing Budgets, Social Media Marketing, Brand Development, Project Planning, Project Management, Team Management, User Experience, UX/UI, Web Analytics, SEO/SEM/PPC, Google AdWords, DOMO, Web Design/Development, HTML/CSS/JavaScript, SQL, Creative Strategy, Content Strategy, Copywriting, Email Marketing, Graphic Design, Adobe Creative Cloud Suite, Microsoft Office Suite, Creative Direction, WordPress, Photography, Videography, Guitar

Speak, read and write fluent French