

MICHAEL SETH PRELL

www.undercoverhumanist.com

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A Strategic Creative Conductor Building Harmonious Teams and Orchestrating Brand Stories

CREATIVE EXPERIENCE

THRIVEDx, Remote, Austin, Texas 2023–Present

Senior Creative Copy Manager

- Co-directed global creative team in the creation of all public-facing assets, including catalogs, landing pages, instructional videos, UGC, performance ads, and more
- Grew copy team 100%, with six full time direct reports and up to two additional contractors
- Executive Produced and launched "Net Impact," a bi-weekly podcast series, with responsibilities including: booking guests, developing related collateral, and overseeing production
- Led adoption and implementation of LLMs (Gemini, ChatGPT, Claude) and AI tools (Grammarly Business) into team workflow
- Engaged with cross-functional partners to refine and optimize digital marketing campaigns, leading to a 50% reduction in customer acquisition cost
- Supervised creation of hundreds of performance ads (static, video, and motion) for 12 partner brands and ThriveDX, utilizing performance analytics to optimize ad effectiveness and drive higher engagement
- Wrote and oversaw production of the annual creative strategy document ("2024 Creative Manifesto")
- Acquired a repertoire of Hebrew curse words from the Tel Aviv based design team

AUDO (née Dormzi), Remote, Austin, Texas 2021–2022

Lead Copywriter

- Developed product UX copy for all stages of the user journey
- Increased social media presence (Twitter & Instagram) by over 400%
- Shaped corporate/product relaunch digital marketing strategy, including out-of-home, video, and SEO
- Learned and deployed the word "cheugy" from Gen Z co-workers

FREELANCE, Los Angeles, California 2019–2021

Associate Creative Director / Senior Copywriter

- Revitalized online presence for brands and individuals
- Wrote long-form content for email newsletters, blogs, and podcasts
- Forgot to pack warm clothing for a winter work trip to Toronto

BRADLEY & MONTGOMERY, Los Angeles, California 2016-2018

Associate Creative Director (Copy)

- Directed a creative team across two time zones, including animators, art directors, graphic designers, copywriters, and freelancers
- Spearheaded video production through development, pitch, shoot, and post-production
- Danced through hallways like nobody was watching even though coworkers were totally watching

BRADLEY & MONTGOMERY, Los Angeles, California 2015-2016

Copywriter

- Led creative pitches and managed client relations, which led to millions of dollars in new client accounts
- Ran high-impact social media campaigns for major tech and sports brands
- Pioneered the "hoodie and blazer" look

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MCBEARD MEDIA, Los Angeles, California 2014-2015

Creative Accounts Specialist

- Oversaw the execution of social creative for multiple 20th Century Fox films
- Managed daily fan interactions and message amplification
- Transformed “comic book guy” into a role of strategic importance

FREELANCE, Los Angeles, California 2014

Copywriter & Social Media Consultant

- Delivered social media strategy to drive sales and awareness
- Established brand guidance and best practices for clients across myriad industries
- Customized social media copy for a full spectrum of clients

PROTAGONIST, Beverly Hills, California 2014

Creative Manager

- Guided project workflow between client, team members, and vendors
- Coordinated resources between various projects to ensure timely product delivery
- Conceived, pitched, and executed OTT & video projects for Fortune 500 companies

RED INTERACTIVE, Santa Monica, California 2013-2014

Copywriter

- Provided copy & additional marketing materials for award-winning mobile games
- Fashioned online marketing and advertising for web ads and websites
- Wore dangerously low v-neck tee shirts on occasion

VOLUNTEER EXPERIENCE

Burning Man, San Francisco, California; Black Rock City, Nevada 2018–Present

Placer

- Liaised with hundreds of stakeholders to develop the urban plan for Black Rock City
- Mediated disputes between neighbors while maintaining a high degree of impartiality
- Managed and directed a team of volunteers as the 9:00 Sector Lead

EDUCATION

UNIVERSITY OF SOUTHERN CALIFORNIA, Los Angeles, California

Bachelor of Fine Arts in Writing for Film & Television, 2007

School of Cinematic Arts

SKILLS

Copywriting, SEO content writing, video content creation, video copy, copy editing, script writing, commercial writing, ad copy, website copy, short copy, long-form copy, game copy, game development, advertising, marketing, campaign development, concept development, online marketing, email marketing, email copy, social media copy, social media campaigns, digital campaigns, digital media, digital marketing, social media marketing, Microsoft Office, Jira, Adobe Suite, project management, team management, leadership, mentorship, public speaking, pitching, pitch development, creative direction, brand development, brand strategy, content strategy, content development, storytelling, cross-functional collaboration, client relations and development, team leadership, active listening, time management, conflict resolution.