

MICHAEL SETH PRELL

www.undercoverhumanist.com

[LinkedIn](#)

(213) - 215 - 3354

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Your Friendly Neighborhood Creative™

CREATIVE EXPERIENCE

THRIVEDx, Remote, Austin, Texas 2023–Present

Senior Creative Copy Manager

- Directed full funnel marketing creative while leading a global team that doubled overall conversion rate
- Oversaw development and launch of emails, landing pages, social performance ads, UGC, and video assets which reduced customer acquisition cost by over 50%
- Coordinated adoption and implementation of LLMs into team workflow which led to increased efficiency and productivity
- Acquired a repertoire of Hebrew curse words from the Tel Aviv based design team

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

Lead Copywriter

- Wrote and developed product UX copy for all stages of the user journey
- Increased social media presence by over 400%
- Shaped corporate/product relaunch digital marketing strategy, including out-of-home, video, and SEO
- Coined the company slogan, “Stay Forever Curious”
- Learned and deployed the word “cheugy” from Gen Z co-workers

FREELANCE, Los Angeles, California 2019–2021

Associate Creative Director / Senior Copywriter

- Traveled the world to experience different cultures and develop a deeper understanding of humanity
- 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)

- Supervised 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 that awarded the agency millions of dollars of new business
- Ran high-impact social media campaigns for major tech and sports brands
- Pioneered the “hoodie and blazer” look

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

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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 across static 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
- Employed diplomatic ability and conflict de-escalation skills to mediate disputes while maintaining a high degree of impartiality
- Managed and directed a team of volunteers as the 9:00 Sector Lead

CULVER-PALMS BURRITO PROJECT, Los Angeles, California 2011–2015

Burritonaut

- Assisted in organizing volunteers for community-based bi-weekly philanthropic giving
- Coordinated transportation and logistics

EDUCATION

UNIVERSITY OF SOUTHERN CALIFORNIA, Los Angeles, California

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

School of Cinematic Arts

KEY SKILLS

- Creative Direction
- Copywriting / UX Writing
- Brand Development
- Content Creation
- Social Media Strategy
- Team Leadership