

MICHAEL SETH PRELL

www.undercoverhumanist.com

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Creative Director | Brand Storyteller | Copywriting Leader | Strategic Marketer

CREATIVE EXPERIENCE

THRIVEDx, Remote, Austin, Texas 2023–Present

Senior Creative Copy Manager (Acting Creative Director)

- Co-directed global creative team in the creation of all public-facing assets, including catalogs, landing pages, instructional videos, UGC, performance ads, ad copywriting, etc.
- 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 stakeholders to refine and improve data-driven 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, A/B testing, and behavioral insights to optimize ad effectiveness and drive higher engagement
- Wrote and oversaw production of the annual creative strategy document, which outlined brand storytelling, voice, tone, personas, and messaging priorities for the upcoming year
- Enhanced stakeholder management processes to ensure seamless collaboration with cross-functional partners
- 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 with a focus on user-centered design (UCD) principles
- Increased social media presence (Twitter & Instagram) by more than 400%
- Shaped corporate and product relaunch digital marketing strategy, including out-of-home, video scripting, and SEO best practices
- Built content frameworks to guide future copy development and ensure brand consistency via extensive market research
- Learned and deployed the word "cheugy" from Gen Z co-workers

FREELANCE, Los Angeles, California 2019–2021

Associate Creative Director / Senior Copywriter

- Revitalized the online presence for brands through brand storytelling and creative content
- Created content for email marketing campaigns, blogs, and podcasts, utilizing emotional intelligence (EQ) in messaging to deepen customer engagement
- 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 for omnichannel campaigns
- Spearheaded video production through development, pitch, shoot, and post-production
- Collaborated with clients to conceptualize interactive storytelling campaigns that drove engagement across social platforms
- Danced through hallways like nobody was watching even though coworkers were totally watching

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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, leveraging audience segmentation to maximize engagement
- Produced content for multi-channel campaigns, including social, web, and video platforms
- 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
- Developed customer-centric messaging that engaged fan communities
- Crafted audience segmentation strategies for targeted engagement and growth
- Transformed “comic book guy” into a role of strategic importance

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, showcasing strong project management and creative planning skills
- 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 strategy, video content creation, 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, 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, time management, conflict resolution, content marketing, omnichannel strategy, brand guidelines.