

## SUMMARY

Michael Harper leads teams to a pitch story that clients comprehend, embrace and buy. He's a Swiss Army knife whose job often includes writing, project management and strategy; and sometimes includes editing, design, research or buying pizza. He currently works in business development for Razorfish, one of the largest interactive agencies in the world, where he's helped land clients like Mercedes-Benz, Travel Channel and JP Morgan. He's not particular about his job title, but is very particular about working with smart, irreverent people who do amazing work.

## EXPERIENCE

### RAZORFISH

APR 05 - PRESENT

#### BUSINESS DEVELOPMENT MANAGER

- + Led pitch team in developing presentations and proposals to win new business with The New York Times, The Hollywood Reporter, Sheraton and JP Morgan
- + Conducted presentations and workshops on storytelling and presentation skills
- + Led weekly call on knowledge sharing within BD to encourage cross-office collaboration
- + Wrote and produced new hire orientation deck, showing how Razorfish is a great workplace
- + Managed winning proposals to Nextel and Disney to support the growth of a new office in Brazil

#### SENIOR PROPOSAL WRITER

- + Owned proposal and presentation decks for sometimes 40-person teams pitching and winning business for such clients as Mercedes-Benz, New York Life, Travel Channel, Panasonic, Unilever, Staples, Billboard and Ralph Lauren
- + Managed contributions of Account Managers, Information Architects, Technologists, Strategists and Project Managers to define a holistic pitch narrative

#### COPYWRITER

- + Ford: wrote posts on company auto show blog promoting new vehicle launches and strategic initiatives, including the Ford F-150, Lincoln concept vehicles and green engine technologies
- + EMC: worked on homepage and key landing-page copy, integrating diverse product lines and jargon-filled material into a singular and conversational presentation of the brand
- + Razorfish: wrote copy for agency's own website, covering capabilities, practice areas, industries and portfolio; served as content strategist

#### PROPOSAL WRITER

- + Owned the proposal or presentation as a deliverable within the business development process
- + Contributed to over \$12mm in revenue, including engagements with CIGNA, Prudential, Merrill Lynch, Discovery Networks, EMC, XM Satellite Radio and the New England Journal of Medicine

### CONFIGURATION MANAGEMENT, INC.

JAN 03 - MAR 05

#### MARKETING MANAGER

- + Managed all marketing + communications for IT consulting firm
- + Wrote all press releases, case studies and collateral
- + Designed, wrote and maintained corporate website

### PENCOM SYSTEMS

MAY 00 - AUG 01

#### TECHNICAL WRITER + MARKETING ASSOCIATE

- + Wrote print and online collateral for technical recruiting firm
- + Developed profiles of clients, including Morgan Stanley, JP Morgan and Goldman Sachs
- + Edited online magazine for technical job seekers

## EDUCATION

#### NEW YORK UNIVERSITY

- + BA in English with Minors in Writing and Marketing