

MICHAEL HARPER

INTERACTIVE BUSINESS DEVELOPMENT MANAGER

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SUMMARY

Michael Harper is a Swiss Army knife. He thinks of a pitch as a story, and he does whatever is necessary to tell the best story possible. This often includes writing, project management and strategy; it sometimes includes editing, design, research and shopping for supplies. He currently uses these skills in the business development organization of Razorfish, one of the largest interactive agencies in the world, where he's helped land clients like Mercedes-Benz, Travel Channel and New York Life. He's not particular about his job title, but he's very particular about working with smart, irreverent people who want to do something amazing.

EXPERIENCE

RAZORFISH

APR 05 - PRESENT

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
- + wrote, edited and designed content around capabilities, strategy and approach
- + 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