



micah rich • [work@micahri.ch](mailto:work@micahri.ch)

## Valuable Skills

### Creative Technologist turned Experiential Marketing Strategist.

My background in entrepreneurship, coding, and design for more than 15 years gives me a unique perspective in **creating innovative user experiences** digitally, and now I'm applying that expertise & perspective to crafting **unique, memorable and immersive experiences in real life** — reimagining how consumers **interact with brands in the real world.**

Branding & Brand Strategy  
Business & Marketing Strategy  
Production, Pre-production & Post-production  
Photography & Videography  
Product Management  
Concept Generation for Brand Activations  
Product & Software Development  
Creative Technology Solutions

## EXPERIENTIAL CONSULTING PROJECTS

### 2023 **SPYSCAPE** ([spyscape.com](https://spyscape.com))

Consulted & pitched multiple innovative ideas for in-person, AR/VR, and digital experiences, one of which was adapted and successfully implemented in their experiential offerings for the Manhattan museum.

### 2021 - PRESENT **Inner Light Aura – Brand Activation Strategist** ([innerlightaura.com](https://innerlightaura.com))

Consulted on business development & orchestrated successful brand activations for Inner Light Aura at both small & major events, significantly boosting brand recognition and audience reach. Including:

- *Sundance Film Festival*, activations for both *Chase Bank* & *Stanley 1913*
- *Glamour Magazine*, Women of the Year Awards
- Stanley 1913 Day to Night Pop-up, New York City
- Adweek x Google AI Pop-up Event

### 2017 - 2018 **Theory11** ([theory11.com/magic-consulting-tv-film](https://theory11.com/magic-consulting-tv-film))

Contributed to Theory11's digital & marketing strategy and developed an online platform which supported and amplified their vision for creating immersive & bringing engaging, magic experiences to brand activations.

### 2018 - PRESENT **Division IX** ([divix.in](https://divix.in))

Leading development & strategy of story-based immersive theatre experience, with strong focus on branding & marketing. Project includes an immersive digital, in-person, and story-based travel experiences.

## PROFESSIONAL EXPERIENCE

### 2008 - PRESENT **Founder / Leader / Freelancer / Consultant** ([micahri.ch](https://micahri.ch))

Over 15 years of experience running my own agency, leading small teams, freelancing, and consulting in a variety of digital landscapes — product, branding, web design, web development, business development, and digital marketing projects — for clients like *Disney*, *Google*, *Adobe*, *Spotify*, *Stripe*, and more.

### 2017 - 2018 **Internal Tools @ Citizen** ([citizen.com](https://citizen.com))

Led high-performing team in conceptualizing & launching innovative internal products, driving development from ideation to successful launch for a 5 million+ active user app. Orchestrated cross-functional collaboration, fostering creativity & strategically managing product lifecycle, resulting in significant business growth.

### 2016 - 2017 **General Assembly** ([generalassemb.ly](https://generalassemb.ly))

Orchestrated the development of educational products, innovative instructional design and content strategy. Excelled in leading teams to create compelling, user-focused educational experiences, significantly enhancing learning outcomes and engagement.

## EDUCATION

### 2021 **Master of Science • Glion, Switzerland**

International Masters • Focus on Hospitality, Entrepreneurship and Innovation

### 2008 **Otis College Of Art & Design • Los Angeles, CA**

Bachelor of Fine Arts • Dual Major • Film & Motion Graphics / Graphic Design