

RICK CHEN

mr.rickchen@gmail.com • +1 415 676-7744 • [LinkedIn.com/in/ChenRick](https://www.linkedin.com/in/ChenRick) • [@SeriouslyRick](https://twitter.com/SeriouslyRick)

Director, Communications, Metromile

June 2019 – Present

- Serve as the primary on-the-record media contact to advance Metromile's point of view on industry, policy and regulation with international and U.S. broadcast, business, consumer and trade press;
- Articulate company strategy and key business results, including quarterly financial statements, to media, equity and industry analysts, and product-reviewers in East Asia, Europe and the U.S.;
- Act as the head of integrated marketing: own and craft messaging for blog, emails, homepage, product pages, SEO and online ads, plus demand generation for the enterprise business group;
- Lead cross-functional efforts to support acquisition, experience and retention goals, notably creating rapid-response teams for COVID-19, overhauls of social media, and regulatory affairs and filings.

Writer, Breaking News and Features, Write for California

March 2020 – Present

- Launched a new credentialed sports media company to cover Cal Athletics and college athletics;
- Develop a network of sources to secure early access to information and break exclusive stories.

Writer, Vox Media - SB Nation (California Golden Blogs)

Aug. 2018 – March 2020

- Reported and edited news, analysis and feature stories about Cal Athletics, increasing the site's coverage of Olympic sports from one weekly recap to three to four original feature stories a week;
 - Provided analysis and commentary on Cal's "Power 5" basketball and football programs.

Communications Lead, Gusto

March 2018 – June 2019

- Led strategic corporate communications, working with the CEO, CFO, COO and heads of product to announce financial events and expansions into new industries and verticals, including banking;
 - Created first crisis communications plans for social media and inbound media inquiries;
- Increased earned media coverage by more than 400% year-over-year while reducing annual department spending by more than 90% and as a single-person team without an agency of record;
 - Doubled the number of features in "tier-one" national media, including the company's first features in the Associated Press, CNN, MSNBC television and The New York Times.

Public Relations, Credit Karma

Nov. 2013 – March 2018

- Served as a spokesperson for the banking, Canada, consumer credit, research and tax verticals;
- Ghostwrote analysis and bylines for the CEO, Chief Consumer Advocate and product leads;
- Partnered with executives and team leads for leadership and change management communications;
- Launched engineering communications and other employer branding efforts to support recruiting;
- Secured in-depth features and profiles in tier-one media including Bloomberg, CNBC, Condé Nast publications, Fast Company, Forbes, The New York Times, The Wall Street Journal and others;
- Booked speaking engagements for the CEO, CFO and executives to drive new M&A, market and recruiting opportunities including private Goldman Sachs, Google, J.P. Morgan and Nasdaq forums.

Campaign Manager, Platinum Advisors, LLC

June 2011 – Nov. 2013

- Built advocacy and fundraising pipelines with community groups, PACs and unions to enact new legislation and raise millions of dollars for clients like AECOM, Airbnb, Golden State Warriors;
- Prepared memos, policy reports and speeches for the president, politicians and community leaders.

BACHELOR OF ARTS, Legal Studies and Political Science – Public Policy and Jurisprudence
University of California, Berkeley