

HELLO,
YOU CAN
CALL ME

BRAD A MICHAEL

PRODUCER,
DESIGNER,
STORYTELLER

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portland, oregon

OBJ

I'm seeking challenging opportunities to build a career within a team that celebrates creative collaboration. Bonus points for gigs requiring cross-functional expertise; I want to exercise both sides of my brain while tackling tough problems, preferably in a fast-paced environment working with exciting, world-class clients. My goal is to maximize my value within the team that can best leverage the diversity of my skillset.

EDU

Master of Entertainment Technology, 2009
Carnegie Mellon University, Pittsburgh, PA
Terminal Degree from Schools of CS & Fine Arts

Bachelor of Arts, History, 2006
College of Charleston, Charleston, SC
Minor in Studio Arts

Evaluated human factors to design/produce a new platform to increase throughput/revenue for slot machine manufacturer *WMS Gaming*.

Produced an on-location, feature length documentary film: *Poverty on the Pine Ridge Reservation: Historical Causes and Modern Consequences*.

SKL

I like to use the term "Storyteller" because ultimately all media is about effectively communicating the story you want to tell, to the audience that needs to hear it. Whether you're sending a tweet about a sale on shoes, or drafting a multi-million dollar proposal presentation, or hacking out the next summer blockbuster, the platform is a tool for sharing your story. I'm always looking for new stories to share.

Below are the skills that have helped me tell great stories in the past, and I'm tremendously greedy for opportunities to add to them or grow the ones I've already developed.

#1) Delivering effective messaging via interactive and other media, across a broad spectrum of:

mediums	markets	modes
Social & Email	Tech	Branding
Website	Retail & Home Improvement	Marketing
Blog	Consulting & Gov	Leads
Video	Fashion & Footwear	Entertainment
Print	Food	Education

#2) Client collaboration, small team leadership, and technical project management, including:

organization	communication
Getting the most from human, technical, and budgetary resources	Giving and receiving constructive criticism and feedback for growth
Estimating realistic scope and IDing requirements creep	Thriving both independently and as a role player on a cross-functional team
Adapting to fluctuating and demanding and occasionally unrealistic deadlines	Speaking client & engineer & artist & biz dev (sometimes in the same sentence)

software



marketing



EXP

Principal Producer, Designer & Writer
@ Smooth Sailing Design & Digital

circa 2012 to present
www.smoothsailingdesign.com

- Running boutique digital design, social media management, & web marketing micro-firm.
- Specializing in efficient & effective communication with customers for national, regional, & local clients.
- Designed responsive websites, crafted copy, managed daily posts & engineered growth for most major social media platforms, implemented email marketing strategies, ghostwrote blogs, produced product photography, and generally developed digital identities for both **direct** & **agency** clients.
- Brought strong conceptual thinking skills to technical, strategic, and analytical tasks across the full life-cycle of client projects, ensuring a constantly rising bar of successes.

Content Producer & Digital Design Team Lead
@ the SI Organization (Lockheed Martin spinoff)

Nov 2010 to Dec 2012
Valley Forge, Pennsylvania

- Personally wrote, planned and produced a wide variety of multimedia and video projects for external marketing and corporate communications at a mid-sized software integration firm.
- Collaborated on concepts with stakeholders, delivered estimates, wrote messaging & scripts, lit, filmed & directed talent, designed and produced motion graphics assets and delivered/distributed final renders via social media and other traditional electronic channels.
- Managed a small peer team, scheduled and coordinated efforts for achieving success with multiple simultaneous projects, and oversaw equipment acquisition and budgets.
- Implemented improved media request and production processes by analyzing trends, adopting a proactive approach, and providing tools for clients and team members to catalog/utilize existing assets and materials.

Principal Investigator & Project Manager
@ Lockheed Martin IS&GS

Jul 2009 to Nov 2010
Valley Forge, Pennsylvania

- Led both internal employees and external university student teams across Research and Development software/interactive development projects, focusing on cutting edge hardware and tech trends.
- Explored concepts related to the application of gaming technology and techniques to the hard problems of LM's government customers, especially the Intelligence Community and Department of Defense.
- Delivered successful prototypes and finished products for iOS (iPhone and iPad), Android, interactive web-deployment (Unity 3D) and social networks (Facebook/Second Life).
- Responsible for writing, designs, budgets, schedules, tasking, process, requirements, day-to-day production, deliverables and stakeholder relations, including monthly reports to R&D oversight committee.

Freelance Writer
Novelist & Technical Writer & Journalist

circa 2006 to present
www.janoscorp.com

- Self-published my first sci-fi novel in 2016 with an innovative, interactive marketing strategy.
- Wrote and photographed stories focused on food & community for monthly mag *Well Fed Savannah*.
- Collaborated with SMEs to write technical training modules for mech. engineers with the Hayes Group.
- Received the *Excellence in Teaching & Mentoring Award* in 2014 for volunteer work leading writing workshops for middle school students with Deep Kids. Even more rewarding, one of my students was invited to the White House by First Lady Michelle Obama to perform a piece he wrote during our time together: <http://www.deepkids.com/news/fueling-andrs-fire>