

MICHAEL MULLIN

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CREATIVE CONTENT DIRECTOR with extensive experience creating engaging **customer-facing content** that shapes **brand identity** by leveraging an in-depth knowledge of **visual design trends**, **campaign development and execution**, and **team collaboration** to achieve **client goals**. Dynamic **content lead** with a proven ability to oversee multiple **projects** simultaneously, including **quick-turn and on-location photo and video shoots**. Dedicated professional skilled at holistically and strategically managing each stage of the **production lifecycle**, applying **multi-cultural brand and marketing strategies** to connect with **diverse audiences**. Life-long **musician** experienced in working with **high-profile industry leaders**, navigating the unique requests and challenges of the **music industry** with an unwavering commitment to **professionalism**.

AREAS OF EXPERTISE

✓ *Video & Media Production*
✓ *Creative Strategy*
✓ *Partner Management* ✓
Illustration & Animation

✓ *Campaign Development*
✓ *Project Management* ✓
Brand Expansion
✓ *Audio Mixing & Mastering*

✓ *Team Collaboration*
✓ *Aerial & Drone Photography*
✓ *Art Direction*
✓ *Motion Graphic Design*

PROFESSIONAL EXPERIENCE & ACCOMPLISHMENTS

Urban Engineers – Creative Content Producer – Philadelphia, PA **02/2016 – 11/2024** • Led **video and interactive media projects** for **diverse clients**, including **nonprofits, universities, museums**, and **engineering firms**, ensuring delivery aligned with **client goals and expectations**. • Managed **project scoping, budgeting, production timelines**, and **resource allocation** to maintain **efficiency** and adherence to deadlines.

- Oversaw all aspects of **media production**, including **sourcing and licensing archival materials**, **asset tracking, filming, editing, color correction**, and **post-production quality control**.
- Developed **style guides** and **standard templates** to ensure consistency across **multimedia deliverables**. • Coordinated **interactive media components**, managed **audio transcription processes**, and conducted final **quality assessments**.
- Served as the **National Program Coordinator** for Urban's drone services, managing **aerial video production** and related **initiatives**.
- Developed a **fundraising video** for the Center City District Foundation (CCDF) as part of the Rail Park project. • Produced content to raise **funding** for the Schuylkill River Development Corporation (SRDC).

Michael Mullin Freelance – Freelance – Philadelphia, PA **01/2014 – Present** • Collaborated with a range of **clients**, producing **video content** for a range of **businesses and individuals**. • Created **content** for the Philadelphia Film Society, such as an annual **trailer** which included **editing video and music** to promote the **event** and attract **community attention**.

- Supported other **public works initiatives**, such as a **partnership** with the Pennsylvania Horticultural Society and Fairmount Water Works.
- Provided **art direction** for several **bands and musicians**, including on **album covers and music videos**.

Vacationer LLC – Band Member – Philadelphia, PA **02/2012 – Present** • Played **vibraphone, keys, guitar, sampler**, and sang **backup** in a **Fender-featured artist band** that has released three **studio albums** and appeared on national television, radio shows, and major **festivals**. • Participated in a **Fender series** called "Player Plus Sessions" which showcased Vacationer.

EDUCATION Bachelor of Fine Arts (BFA), Sculpture: Temple University

Semester Study Abroad Program: Temple Rome

CERTIFICATIONS Remote Pilot III – US Department of Transportation | Federal Aviation Administration

AWARDS People's Choice Award: SMPS Philly's Phinest Marketing Communications Awards "Our Watershed", **Best in Show Honor;** SMPS Philly's Marketing Communication Awards **Boris Blai Memorial Sculpture Award:** Tyler School of Art, Temple University