

# JEREMY MICHAELS

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## NYC BASED VIDEO CREATIVE LEAD & DIRECTOR

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### EXPERIENCE

#### BOLL & BRANCH

Senior Creative Lead, Video

*December 2021 – Present*

- Understanding current brand needs to inspire video content, rooted in storytelling + strategy
- Creating and pitching decks to leadership, including scripting, storyboards, shot lists, technical/visual approach, crew, casting, etc.
- Overseeing a talented team of Producers, Shooters and Editors
- Working closely with VP of Creative, Art Directors, Copywriters to ensure alignment and clear brand voice
- Supporting the brand via all production needs from start to finish
- Leading all shoots, including talent direction, and crew comms
- Collaborating with top level partners including VO, music composition, GFX, SFX, editing, color, etc.

#### SITUATION GROUP

Creative Producer & Director

*November 2018 – December 2021*

- Crafted compelling stories for clients such as Macy's, TEDx, Meals On Wheels, Tony Award winning musicals, + more!
- Pitched, produced, directed and edited video content from concept development through post-production
- Managed client communication, pre & post-production timelines, budgets and production crew coordination
- Lead video shoots, including creative direction, talent direction, overseeing crew, and liaising with clients
- Created ad campaign for Roundabout Theatre that raised awareness of donor benefits by 10% and led to a 5X ROI

#### YELLOW HOUSE

Pitch Producer

*August 2017 – November 2018*

- Created job winning pitches and treatments for top commercial directors, agencies and production houses
- Client work included Nike, Toyota, Comcast, McDonald's, Honda and Prada
- Collaborated with directors and production companies to sculpt creative ideas into fully-executable realities
- Oversaw a team of artists that specialize in treatment writing & design for the commercial and virtual reality industries

#### FREELANCE

Producer / Director / Creative Director / Music Composer / Editor

*January 2014 – Present*

- Convoy App | Real Stories Campaign
- Microsoft BING | Arabian Prince Profile
- UberEX | Award Winning Short Film
- Charbroil | The Art of Smoking TV Commercial
- + many more!

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### EDUCATION

#### SUNY PURCHASE

*Bachelor of Fine Arts*

*Class of 2013*

BFA Acting Conservatory

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### SKILLS & PROFICIENCIES

Ideation, Pitching, Scripting, Producing, Directing, Project Management, Casting, Voiceover, Knowledge in Camera + Lighting, Styling, Music Recording, Editing, Post Production, Premiere Pro, After Effects, Logic Pro, Photoshop, Keynote, Slides, Excel, Frame.io, Social Media

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