



MICHAEL J. HARRIS

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EXPERIENCE

Video Production Manager, Emarsys, An SAP Company - INDIANAPOLIS, IN

12/2021-Current

Hired to manage video production execution and strategy of marketing video campaigns for a leading global tech company.

- Oversaw strategy & logistics of video campaigns from conceptualization to distribution, resulting in more sales opportunities closed, increased customer engagement, increased brand awareness, and viewers wanting more.
- Established intake/brief process, project management, server & archive structure, video brand guide, etc.
- Managed 500+ deliverables across 100+ projects annually.
- External vendor procurement and management, budget management, content library asset management.
- Contributed to and established processes for activation, enablement, and amplification of content assets.

Media Producer, DaVita Kidney Care - DENVER, CO

10/2019-12/2021

Hired to expand capabilities, capacity, and skillsets of the media team of a Fortune 500 company.

- Team of 3 annually produces 125+ short- & long-form videos, animation & podcast projects for 65,000+ viewers.
- Created a comfortable and relaxing environment enabling C-suite to look and sound their best on-camera.
- Established, improved & streamlined several technical and creative processes.
- Collaborated with marketing, creative & production teams to create consistently branded assets efficiently.
- Awarded 2020 Gold Hermes for my "Building Resilience with a Growth Mindset" motion graphics video.

Media Producer, University of Illinois - CHAMPAIGN, IL

06/2018-10/2019

Hired to diversify the university's internal agency's portfolio of video production work.

- Reduced video editing time by 20% through workflow reorganization.
- Produced short-form marketing videos and long-form e-learning video content.
- Communicated video logistics in easy to understand terms to instructors unfamiliar with video production.
- Helped facilitate transition from Workfront PM to Trello; Established creative brief & intake form process.

Founder & Creative Director, Massive Multimedia - INDIANAPOLIS, IN

06/2014-10/2019

Established a video production company specializing in commercials, marketing, social & motion graphics content.

- Consistently doubled revenue annually for 3 consecutive years.
- Supervised freelancers and executed several aspects of projects myself.
- Pivoted primary service offerings to video strategy and video production consulting in 2018.
- Maintained frequently used assets library; Utilized HubSpot CRM & Google Analytics.

Associate Equipment Resource Coordinator, Ball State University - MUNCIE, IN

05/2016-05/2018

Hired to help maintain an equipment checkout that housed ~\$1.5M of video production gear serving 2,000+ students.

- Supervised team of 10-15 student workers depending on time of year.
- Evaluated equipment needs and then built purchasing lists ranging from \$10,000-\$250,000.
- Compiled usage and inventory reports for the 3 university departments we served.

Marketing Multimedia Producer, Ontario Systems (now Finvi) - MUNCIE, IN

05/2014-05/2016

Hired to establish video production capabilities and standards for a niche financial tech company.

- Pitched and executed video concepts based on the company's marketing needs.
- Originally a 3-month internship, continued on-staff for 2 years, then became a client of my video company.
- Grew YouTube channel from zero to 12,500 total views with an 83% completion rate.
- Established workflows, video branding toolkit, offline & online media storage as well as archival standards.

[Previous roles include:](#) Executive Producer, Director at Connections Live, Production Manager, Director at NewsLink Indiana, General Manager at CardinalVision Multimedia Network, Cinematographer at Indiana Office of Tourism, Freelance Video Producer, Editor, Consultant.

EDUCATION

Master of Arts, Ball State University - MUNCIE, IN 08/2016-05/2018
Major in Digital Storytelling. Thesis: Color Theory & its Applications in Marketing as it Relates to Color Psychology.

Bachelor of Arts, Ball State University - MUNCIE, IN 08/2012-05/2016
Major in Digital Video Production, some minor work in Leadership Studies.

SKILLS & CERTIFICATIONS

Software: Premiere Pro, After Effects, Illustrator, Photoshop, Resolve, Final Cut Pro, Wrike, Asana, Trello, Jira, HubSpot CRM, Monday.com, Allocadia, Concur, Slack, Confluence, Zapier, Wistia

Soft Skills: Storytelling, Process Improvement, Project Management, Curiosity, Transparency

Certifications: Premiere Pro, Final Cut Pro, Google Digital Garage, YouTube

RECOMMENDATIONS

Virginia Sanders

"A gem like Michael doesn't come along every day, but when he does, I just thank my lucky stars that I get to work with someone so talented, efficient, AND personable all in one package. In this case, Michael came into an environment where he had to build processes, set expectations, and deliver quality videos, right from day one. He's a man who brings order to chaos, and his project management skills are on point [...] That's just the tip of the iceberg. Michael knows his craft and delivers great videos, on time, and on spec to meet even the highest expectations. And, to be honest, I just plain enjoy talking with him. Highly recommended!"

Anna Fields

"In addition to his extreme talent in the realm of all things video, I have never met someone with such an incredible thirst for knowledge. Michael is always looking for the latest & greatest technology in addition to streamlining processes to maximize efficiency. He is collaborative and service-oriented when working with partners on projects, and he brings everything to the next level."

Pangyang Her

"He is extremely hard-working and innovative. He was always troubleshooting and never took no for an answer. He's extremely knowledgeable, super creative, and Michael is always growing and improving his skills. Michael is also a great team player and makes sure everyone feels included in the group."

Charlotte F. A.

"Michael is a very dedicated and hardworking team member. He has great initiative and is not afraid of stepping out of his comfort zone. Michael brought humor, creativity and a tenacity to succeed to the group making him a great asset to the team. "

Jennifer Wagoner

"Michael's natural talent and eye for both creative and commercial work is only rivaled by his professionalism and organization. He is attentive, easy to work with, and is always looking for ways to make a project or workflow better. "

Shannon Stroud, sHRBP

"[...] I can honestly say he has been a major contributor to our video efforts. He comes to the table with great ideas while at the same time is open to a different way of thinking. With that complimentary approach we have been able to create videos with an impact. Michael is the consummate team member as he is always willing to pitch in where he can. Michael displays the expertise of someone with far more experience. He is sensitive to timelines and deliverables and can always be counted on to deliver a final product that "wows" the viewer."

Amanda Steffen

"Michael successfully took the production department from non-existent to award winning. He is a self starter who is not afraid to try something new. He can manage a crew effectively and fairly. He has been an absolute asset to the program."