

MIKE FUCHSMAN

Creative Services Leader

UI/UX | WordPress | Digital Design & Marketing | Branding

mfuchsman@gmail.com

(720) 989-9008

Linkedin.com/in/MikeFuchsman

summitmediadesign.com

Creative services leader with 10+ years' experience responsible for enterprise brand design vision, art direction, UI/UX solutions, production and post for all static and full-motion digital media channels. Proven achievements in building and leading award-winning, fast-paced, integrative creative departments. Excel at visual design solutions, marketing strategy and communications development, propelling company revenues, and inspiring trust in team members to take their creativity to the next level.

TECHNICAL SKILLS

Adobe Creative Suite 2018 (*high proficiency*)

After Effects, Audition, Illustrator, In-Design, Lightroom, Media Encoder, Photoshop, Premiere Pro, Dreamweaver, Xperience Design

Full-Stack Web Development (*front end focus*)

HTML5, CSS3, Bootstrap, Materialize, JavaScript, jQuery, Moment.js, React, WordPress, Prototyping, Wireframes, API's, Node.js, JSON, AJAX, MySQL, MongoDB, Coding Software Utilities

Data, Workflow & Project Management

Google Analytics, SEO, Lean, Agile, Kanban, GitHub, Trello, Microsoft Office

Leadership Management Styles:

Strategic, Authentic, Flexible, Collaborative, High-Performing, Coaching

PROFESSIONAL EXPERIENCE

Summit Media Design, LLC, Castle Pines, CO

Jan. 2017 – present

- Founder and creative producer for LLC specializing in hand-coded responsive UI/UX design, WordPress platform web development, multichannel marketing and creative strategy conception, live-action and motion graphics audiovisual solutions, and brand identity and marketing communications development.

National CineMedia, LLC (NCM), Centennial, CO

Division Leader, Creative Services

2005 – 2017

- Directed visual design, production, post and creative operations for FirstLook digital entertainment program seen by 700 million people, generating \$460MM annually, and yields a 98% audience likeability rating.
- Built the technical infrastructure and formed a 13-person motion graphics team that produced 2,000 full-motion :15 to :60 seconds advertising spots annually, accounting for \approx \$16MM in media sales and \$1.5+MM in ancillary revenues upon my arrival.
- Key player in achieving stereoscopic-3D advertising growth from \$0 to \$50MM over three years by producing, and presenting in 3D, a production best-practices presentation to prominent advertising agency representatives, and at industry conferences.
- Saved \$3MM account from cancellation by independently teaching myself 2D-to-3D stereoscopic conversion mastering, performing the skill, then presenting the finished, agency approved product five days later, while saving my company \$100,000 in outsourced vendor costs.
- Led 15-person production team that performed post-production, quality control analysis and content approvals on 26,000 client produced advertisements annually and produced live-action content trailers for national and regional advertising clients.

- Modernized post-production's technical infrastructure resulting in a 136% y-o-y productivity increase, a contraction of three full-time positions, and a seven-day reduction in post-production cycle time.
- Managed 10-person client services team responsible for efficiently managing client relationships, the communication experience, and aggregating and reporting on workflow analytics. Four months after assuming leadership a research survey generated 115 responses of 144 solicitations and revealed an overall 93% satisfied to very satisfied team composite score.
- Authored broad strategic business proposals, technical white papers, operating policies, quality control processes, training modules, and more, to protect team organization, technical optimization, and clear communications which contributed to extremely low team turnover.

National Cinema Network, Kansas City, MO & Washington, DC

(AMC Theatres Advertising Subsidiary)

Creative Services Manager, Art Director

1997 - 2005

- Independently built a business growth strategy, successfully presented it to executive management, and launched an in-house creative agency that focused on advertising design, web development, corporate marketing communications, entertainment programming and new media technologies. That success led to two more agency builds, leading to \$4+MM in sustained ancillary revenues.
- Art Director for AMC's MovieWatcher® Network digital advertising program, the Pre-Show Countdown® and On-Screen Entertainment® film programs, Movie Times® magazine publications and large format backlit display medias seen by six million people annually.
- Designed and programmed online media advertising approval system in HTML and ASP.NET that improved operating workflows, reduced the media approval deadline by three days and saved \$1+MM annually in overnight shipping charges.
- Conceived external facing production website that reduced internal phone support scheduling by 76% and improved overall customer service experience.

EDUCATION & CAREER DEVELOPMENT

BA, Communication Studies (*Public Relations*), **Minor in Marketing**
Virginia Tech, Blacksburg, VA

Full-Stack Coding Bootcamp (*UI/UX focus*)
University of Denver, Denver, CO - January 2018

Leading Strategically: Executive Leadership Program,
Center for Creative Leadership, Greensboro, SC - July 2015

INDUSTRY SPEAKING ENGAGEMENTS

- **The 3D Film Festival – 2012 | Speaker & Moderator** | 3D Advertising Panel
- **Digital Hollywood Conference – 2011** | Panelist
- **Digital Hollywood Conference – 2012** | The 3D Industry: The Explosion of Growth in Film and TV
- **Minneapolis Film/TV 3D University Seminar – 2012** | Award Acceptance
- **Association of National Advertisers Conference – 2012** | Speaker
- **3D Entertainment Digital Summit – 2012** | Panelist
- **USC Film School – 2012 | DNA Conference** | Speaker | Interactive Media Opportunities in Cinema

PROMINENT CONFERENCE PARTICIPATION

- **Digital Summit Denver 2017 Volunteer**
- **Gartner Symposium/ITxpo 2015**
- **NABSHOW: 1998 - 2016**