

MIKE FUCHSMAN

Vice President of Creative Services & Operations

Digital Media | Project Management | UI/UX | Design & Branding Solutions

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summitmediadesign.com

I am a proven creative services and business operations executive with 15+ years of experience building and leading award-winning, revenue-generating, integrative creative divisions. I excel at streamlining business operations using practical, lean principles, practicing collaborative and thoughtful leadership, propelling company revenues, cultivating trustful cross-organizational relationships, and inspiring confidence in employees to elevate 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, WordPress, Prototyping, Wireframes, API's, Node.js, JSON, AJAX, MySQL, MongoDB, Coding Software Utilities

Data, Workflow & Project Management

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

Leadership Management Styles:

Strategic, Collaborative, High-Performing, Authentic

PROFESSIONAL EXPERIENCE

Summit Media Design, LLC, Castle Pines, CO

Jan. 2017 – present

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

National CineMedia, LLC (NCM), Centennial, CO

Senior Vice President – Media Operations and Technology

2005 – 2017

- Directed production, creative operations and project management for FirstLook, a digital cinema advertising program seen by 700 million people in the U.S., generating \$460MM annually and yielding a 98% audience likability rating.
- Built the IT infrastructure, enterprise communication systems, operating policies, analytics paradigm, in addition to leading, staffing and supplying art direction to the company's 13-person in-house creative services team that produced 2,000 motion graphics advertising spots annually, accounting for \$1.5MM in ancillary revenue.
- Key player in driving stereoscopic 3D advertising growth from \$0 to \$50MM over three years by producing and presenting a visual 3D advertising presentation to agency media buyers that demystified the complexities of stereoscopic video production and illustrated in easy to understand language how 3D advertising was achievable, cost-effective and yielded unparalleled audience recall statistics for each agency's clients.
- Saved a \$3MM advertising account from cancellation by taking sole responsibility for teaching myself 2D-to-3D digital stereoscopic conversion mastering, accepting the consequences for probability of failure, performing the skill and then presenting the finished, agency approved product five days later, while saving my company \$100,000+ in outsourced vendor charges.
- Led high-performing, 15-person post-production team that carried out quality control analysis, content approvals and secondary post-production on 26,000 client produced advertisements annually. Team also produced live-action audiovisual content trailers and advertising spots for national and regional advertising clients.

- Modernized post-production's IT infrastructure resulting in a 136% y-o-y productivity increase, a contraction of three full-time staff positions, and a seven-day reduction in post-production cycle time that ultimately expedited revenue accruals.
- Accepted operational management of a hard-working, but struggling, 10-person client support services team responsible for removing operational barriers that would lead to revenue accrual delays, streamlining customer communication channels, and aggregating and reporting on post-production productivity analytics. Four months after taking ownership of the team a research survey revealed an overall 93% satisfied to very satisfied composite score generated from 115 responses out of 144 solicitations.
- Researched and authored broad strategic business proposals, IT technical white papers, operating policy materials, quality control process documents, training module presentations and audiovisual tutorials to ensure that all technical and operational channels provided clear communications and expectations contributing to high customer service satisfaction and extremely low staff turnover.

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

(AMC Theatres Advertising Subsidiary)

VP of Creative Services, Art Director
VP of Operations

1997 - 2005

- Independently built and presented a business growth strategy to executive management that led to the launch of an in-house creative services agency that focused on advertising design, web development, corporate marketing communications, entertainment programming and new media technologies. That venture's success led me to build two more design divisions, leading to approximately \$4MM in sustained ancillary revenues.
- Art Director and operations manager for AMC's MovieWatcher® Network digital advertising program, the Pre-Show Countdown® and On-Screen Entertainment® film programs, Movie Times® magazine publications and in-lobby, large format backlit display posters.
- Conceptualized and coded online media advertising approval system in HTML and ASP.NET that improved operating workflows, reduced the media approval deadline by three days and eliminated \$1MM in overnight shipping charges annually.
- Conceived and programmed client support production website that reduced employee phone support scheduling by 76% and improved overall customer service experience.

EDUCATION & CAREER DEVELOPMENT

BA, Communication & Media Studies: *Public Relations emphasis with a minor in Marketing*
Virginia Tech, Blacksburg, VA

Full-Stack Coding Bootcamp *(UI/UX focus)*
University of Denver, Denver, CO July 2017 - January 2018

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

INDUSTRY CONFERENCE 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