

Michael Bradshaw

Producer

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www.malcolm816.com

EDUCATION: MFA, Creative Writing, CUNY Brooklyn College
BA, Creative Writing, University of Central Missouri

SKILL SET: Scripting and producing on-air promo, sizzle, up-front, motion GFX, 3D, client-facing marketing pieces, live studio production, green screen, online video platform, social networking and digital production.

EXPERIENCE: 4/2010 – Present

Producer – Freelance – New York City

Producer, Copy Writer, Editor (Final Cut Pro), and Animator (After Effects) for conceptual and post-production creative on broadcast and digital properties. Network brand consultant for major projects. Clients include Thomson Reuters, USA Network, AMC/Rainbow Media, WGN America, GSGNYC, and JWT.

7/2008 – 4/2010

Asst Creative Director – WGN America – New York City

Writer/producer, show creator, and brand copywriter for WGN America upfronts and launch campaigns. Wrote network tagline, image spots and cross-branding ops. Wrote copy and produced talent-driven promos and stunts with Tina Fey, Neil Patrick Harris, Danny DeVito, and the cast of *Reno 911!*.

7/2007 – 7/2008

Production Coordinator – USA Network – New York City

Post production GFX, QC, wrote high-profile image spots, promos, web, and print campaigns. Managed on-air graphics and promo assets.

OTHER EXPERIENCE: Writer, freelance music critic, volunteer designer and social networking consultant for non-profits.

SOFTWARE: Final Cut Pro; Avid; After Effects & Adobe CS5; Apple Motion; iNews; Unity