

## Content Creator. Head of Production. Entrepreneur. Executive Producer.

### *Areas of Emphasis*

- Business Development
- Agency Production Dept management /structure
- Training / Mentorship
- Campaign Development
- Creative Content Creation
- Market Trend Analysis
- Film Production
- Content Strategy
- Cost Control / Budget Administration
- Staff, Vendor, and Media Relations

## Professional Experience

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### **The Walt Disney Company , Glendale, CA**

**Senior Manager Production and Programing** 4/2020 - Present

**Creative Content Production Director**, 5/2014 – 4/2020

Co-manage a production department consisting of 21+ producers that create all the fully integrated advertising and marketing content for the Disney Parks and Resorts including Disneyland, Disneyworld, Disney Cruise Lines, Aulani Resort, and international parks in Hong Kong, Paris, Shanghai, and Tokyo.

#### **Selected Achievements:**

- Developed and implemented a Production Guideline manual outlining standard production processes that resulted in increased organization and productivity within department.
- Mentored producers individually to ensure professional development and success in the company realizing a hiring ROI.
- Produced the “Power Of Magic” campaign recognized by Disney CEO Bob Iger as the gold standard of Walt Disney World national brand campaigns.
- Produced with Facebook their first ever use of AR filters in messenger on Mr. Mike’s Messenger Karaoke project for the opening of Pixar Pier at Disneyland.

### **Freelance –Chicago, IL & Detroit, MI**

**Executive Content Producer**, 12/2012 – 5/2014

Managed the production of various content that raised brand awareness, engaged audiences, and sustained business success. Coordinated content development for cross-functional use on websites, product launches, merchandise, and advertisements.

#### **Selected Projects:**

- Krispr Chicago (Division of Edelman): Developed Olympic web content for Kellogg’s brands Kashi and Bear Naked Granola.
- Leo Burnett Detroit: Managed consumer-facing retail campaign for the launch of the new Chevy Silverado.
- Commonwealth Detroit: Facilitated and produced various Chevrolet global projects in collaboration with creative teams across Jakarta, Bangkok, and Detroit offices.

### **Utopic –Chicago, IL**

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# Michael Antonucci

## **Co-Founder / Executive Producer, 9/2009 – 11/2012**

Co-founded an integrated post-production/digital start-up that specialized in integrated innovative solutions across various mediums providing production, post-production, interactive, and web design and development. In addition to production duties, managed all operational aspects including sales objectives, marketing initiatives, negotiations, and company market placement.

### **Selected Achievements:**

- Secured \$1.6MM in production sales within the first six months of service offering.
- Conceptualized the integrated workflow pipeline that was recognized as cutting-edge within the industry.

## **Freelance –Chicago, IL**

### **Executive Content Producer, 3/2008 – 9/2009**

Orchestrated multi-faceted promotional campaigns that drove awareness and aligned with brand identity. Communicated ideas, strategies, and creative concepts to executives and officials for approval. Utilized several styles to reach broad audiences.

### **Selected Achievements:**

- Tris3ct: Created the agency's first broadcast commercial while concurrently consulting on the development of the agency's production department.
- DDB: Facilitated production on campaigns for Budweiser, Bush, and Bud Ale product brands.
- Digitas: Produced promotional campaign for Miller Light featuring Mad Mike from MTV's "Pimp my Ride".

## **Speedshape –Venice, CA**

### **Consultant / Executive Producer, 7/2007 – 3/2008**

Integral consultant to Speedshape during its transition from a Detroit based, print only CGI car studio, to a full service visual effects company in Venice CA.

Established production schedules and secured funding for various production efforts. Launched various successful digital campaigns targeted towards diverse audiences. Performed risk assessment, budget management, and strategic planning during comprehensive company expansions.

## **McCANN ERICKSON - Detroit**

### **SVP, Director of Broadcast Production 2004 – 7/2007**

Manage \$500MM+ production spend across the entire agency including extensive & complicated commercial shoots, running footage, branded content development, radio, video, print, and interactive/online content.

### **Selected Achievements:**

- Management duties included interviewing, hiring, managing and mentoring producers & freelance staff and overseeing internal editorial department, and department of broadcast business affairs.

Additional experience as *Broadcast Producer, Vice President / Senior Producer* for Leo Burnett Company, Chicago, IL

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*Broadcast Producer* for Bayer Bess Vanderwarker Chicago, IL

*Broadcast Producer* for J. Walter Thompson Chicago, IL

*Production Coordinator, Second Assistant Director, and Production Assistant* as Freelance, Chicago & New York City

## Awards & Recognition

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Produced the PSA “Under Five” for the United Nations Aids Council while at Leo Burnett Chicago won:

- Ad Council Golden Bell Award (First time an agency ever won this award)
- London International Film award
- Three Andy’s
- AICP

Achieved Cannes Lion for:

- United Dairy Council (while at Leo Burnett)
- Godfathers Pizza (While J Walter Thompson)

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