



# MICHAEL D. ARTEAGA

Digital Marketing Expert | Content Producer | Production Manager

**My camera is the tool, the world is my canvas.**

I'm a multi-facted creative, having worked hands-on with videography, photography, music business, social media, digital marketing, machine learning, branding, and graphic, web, and UX design since 2012. I have a passion to bring my expertise into the digital content space and elevate my team to their highest potential. I'm not here to make a difference. I'm going to be the difference.

## CONTACT

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## EDUCATION

**California State Polytechnic University, Pomona** 2025  
M.S. Digital Marketing

**California State Polytechnic University, Pomona** 2018  
B.S. Business Administration  
B.A. Music Industry Studies

**California State University, Monterey Bay** 2015  
CSU Summer Arts - Cinematography

## VISUAL PORTFOLIO



<https://l.ead.me/mda-socials>

## EXPERIENCE

**COG Cinemas**  
Creative Director  
Media Manager  
Social Media Specialist  
2012 - Present

- Directing, filming, and production of corporate, marketing, and social content
- 10+ years working experience with audio and camera equipment and industry NLE's
- Proficiency in brand management, channel communications, and social media direction
- Content curation to align brand across social channels through photo, video, and graphics
- Use of social tools and digital marketing to monitor activity and engage communities
- Integration and sourcing of contributor content to drive and achieve prospective goals
- Consultation with clients on branding, marketing strategy, and content curation
- Expertise with industry video and audio formats, encoders, and broadcast protocols
- Excellent use of critical thinking to triage, prioritize, and solve in high-demand situations

**Youtube Creator**  
Content Producer  
2013 - Present

- 10+ years experience with travel, narrative, documentary, vlog, product, branding, and music-focused content
- Director, creator, and producer for three independent Youtube channels
- Proficiency with industry cameras, broadcast workflows, lighting, composition, drone and gimbal operation, LOG format, NLE timelines, and motion graphics
- Partner with brands and social influencers to promote exclusive events, products, and media nights through social content
- Management of various social communities across Youtube, Facebook, Instagram, etc.

**Apple**  
Internal Content Specialist  
Genius Admin  
2017 - Present

- Early adopter of new technology to educate and empower team members to drive results
- Support internal teams by creating digital assets via Adobe Creative Cloud
- Facilitate creative projects while gathering and implementing team feedback
- Leverage cloud platforms to remotely conceptualize, revise, and finalize projects
- Tasked with editing confidential content to be distributed through internal channels
- Direct communication with marketing director to maintain brand standards
- Maintain impeccable organization of projects in a fast-paced environment
- Deep and extensive knowledge of Apple products, services, and procedures
- Orchestrate repair room tasks, taking initiative to organize, delegate, and inspire
- Collaborate with leadership to identify and implement growth opportunities

**Creamistry**  
Marketing Coordinator  
2014 - 2017

- Direction, management, and production of social media and marketing content
- Creation of digital content to market new and future product offerings
- Storyboarding of ideas, organize product shoots, film and photograph content
- Coordinate with greater marketing team to visualize data and report to director

# SOFTWARE PROFICIENCIES

## Final Cut Pro X, Compressor, Motion

NLE Editing, color grading, motion graphics, compositing, sound design, batch processing, footage ingest, post-production

## Logic Pro X, Mainstage

Audio production, mixing, arrangements, audio engineering, sound design, signal processing, live sound

## Adobe Lightroom, Photoshop, Illustrator

Image engineering, photo composites, image post-processing, vector editing

## R Studio

Integrated Development Environment (IDE) Data visualization and wrangling, data management, data engineering

## Adobe Premiere, After Effects

NLE editing, post-production, motion graphics, compositing, footage ingest

## Various Audio Plug-Ins

Thorough knowledge of plug-ins by Output, Native Instruments, Izotope, Apogee, Spectrasonic's Omnisphere and Keyscape, Melodyne

## Izotope Audio Suite

Audio engineering, audio repair, audio enhancement and restoration

## Youtube, Instagram, Tik Tok, Facebook, X

Short-form content production, brand growth, audience engagement, account management, content strategy and scheduling

# SOFT SKILLS

Self-Starter  
Multi-Tasker  
Critical Thinker  
Results-Driven  
Early Adopter  
Mentor

Time Management  
Technical Proficiency  
Creative Problem Solving  
Interpersonal Communication  
Cross-Functional Collaboration  
Rapport and Team Building

# CERTIFICATIONS

## SemRush SEO Marketing

Application of SEO marketing through keyword research, On- and Off-Page SEO strategies, and content-led marketing to drive traffic and engagement.

## Stukent Digital Marketing

Applied technique in digital marketing management, keyword research, report-based strategy adjustments, and driving revenue based on data reports.

## iPhone Repair Certified

Deep technical knowledge of iOS devices, including the ability to disassemble, triage, and reassemble iPhones in compliance with Apple standards. Expertise in troubleshooting, identifying, and resolving technical issues with Apple mobile devices.

## Hubspot Inbound Marketing

Proficiency of inbound marketing strategy to connect with audience through content, nurture customer leads, and optimize marketing processes through automation.

## Part 107 Commercial Drone Pilot

Commercially licensed to remotely pilot Unmanned Aerial Vehicle's (UAV) in compicance with FAA regulations.

## Mac Repair Certified

Deep technical knowledge of MacOS devices, including the ability to disassemble, triage, and reassemble Mac computers in compliance with Apple standards. Expertise in identifying, troubleshooting, and resolving technical issues with Macs.