

# MIKE FUCHSMAN

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## DIRECTOR OF CREATIVE SERVICES

UI/UX | Art Direction | Creative Design | Brand Strategy | Marketing Communications

Hands-on creative services leader who oversees design and production teams that produce compelling visual brand communications for print, online, mobile and full motion audiovisual medias. Excel at translating marketing objectives into high quality, executable, creative strategies that adhere to brand profiles. Committed to fostering a culture of collaboration, open communication, teaching, diversity and strong cross-organizational relationships while ensuring that all processes, systems and workflows adhere to lean principles. Advanced level, multi-disciplinary creative talent who possesses a strong technology centric perspective, is a skilled presenter and a leader who loves to roll up his sleeves and challenge his staff to surpass their creative boundaries.

## PROFESSIONAL EXPERIENCE

### National CineMedia, LLC

Centennial, CO

- Senior Vice President – Production Services
- Vice President – Media Production & Motion Graphics
- Director – Motion Graphics

2010 – 2017

2007 – 2009

2005 – 2006

### ■ **Directed production development, creative design strategy and project management of FirstLook, NCM's industry leading digital cinema advertising program that annually generates \$460+ MM**

- Executive creative strategist entrusted with influencing the experiential value of cinema advertising and the company's integrated marketing properties in face-to-face pitch meetings with Fortune 500 advertisers and the world's top advertising agencies.
- Production and technical design advisor to FirstLook content creators including Microsoft, Yahoo, Warner Bros. Studios, Sony Pictures, CBS, ABC, NBC Broadcasting and more on cinematic and technical best practices for in-cinema network programming.
- Accelerated the adoption of stereoscopic 3D advertising growth by creating and presenting a three-dimensional, educational presentation to national advertising agencies and post-production facilities that achieved a zero to \$50+MM revenue increase over three years.

### ■ **Led 15-person, full service post-production division that executed on 26,000+ digital media spots annually and produced live-action audiovisual advertising and entertainment featurettes for national and regional advertising clients.**

- Modernized media lab IT infrastructure resulting in a 136% year-over-year productivity increase, a contraction of three full-time staff positions, and a 7-day reduction in post-production cycle time.
- Researched and authored executive strategic business summaries, technical white papers, media specifications, quality control standards, disaster recovery plans and full-service creative services rate card.
- Set and managed annual business division budgets of \$1.4 MM in operating and \$200 K in capital expenditures.

### ■ **Formed and directed award-winning, 13-person in-house motion graphics and visual effects team (2D, 3D, stereoscopic 3D) that produced 2,000+ high definition advertising spots annually accounting for ≈ \$16 MM in media sales and \$1.5+ MM in creative revenue.**

- Constructed and oversaw object based 3D production pipeline, art direction, design standardization, project management, and resource management of all FirstLook network brand interstitial development.

- Designed and oversaw the installation of a multitier client/server network that included a high-performance, render farm to produce advanced and efficient production and visual effects workflows, and future-proofing for significant network growth.
- Set and managed annual business division budgets of \$1.5 MM in operating and \$250 K in capital expenditures.
- **Spearheaded company's six media technology transformations requiring the structured introduction of new, and the retirement of old technologies, operating platforms, compression standards and personnel.**

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## National Cinema Network

Kansas City, MO & Washington, DC

Vice President of Creative Services, Creative Director, Art Director

1997 - 2005

- **Launched three creative services organizations from scratch for AMC Theatres wholly owned subsidiary that focused on various creative disciplines, including advertising design, corporate marketing communications, entertainment programming and new media technologies.**
- Art and Creative Director for AMC's MovieWatcher® Network digital entertainment program, the Pre-Show Countdown® and On-Screen Entertainment® advertising programs, Movie Times® print magazine, digital lobby advertising and large format backlit display medias.
- Directed creative strategy and production development of multimillion-dollar advertising campaigns for the company's Fortune 100 clients.
- Set creative vision, design approaches and artistic direction for production teams that generated over 5,000 original print, digital video, film and web projects that propelled \$1.2 MM in annual revenue.
- Modeled comprehensive rate structure for film production that resulted in \$4+ MM in ancillary annual revenue.
- 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.
- Authored creative best practices for cinema advertising training program that contributed to a sales growth increase from \$4 MM to \$20 MM in 2 years.

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## **ADVANCED TECHNICAL PROFICIENCIES**

**Adobe Creative Cloud 2017** – After Effects, Audition, Illustrator, In-Design, Lightroom, Media Encoder, Photoshop, Premiere Pro, Acrobat Pro, Dreamweaver, Experience Design CC Beta

**Web** - HTML5, CSS, WordPress CMS (JavaScript, JQuery, JSON, AJAX, Python, Firebase, Angular, MySQL proficiency is evolving - see Career Development below)

**Microsoft Office 2016** – Excel, Outlook, PowerPoint, Word, Publisher

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## **EDUCATION & CAREER DEVELOPMENT**

**Bachelor of Arts in Communication & Media Studies, Public Relations and Marketing**

Virginia Polytechnic Institute & State University, Blacksburg, VA

**University of Denver Full-Stack Web Developer Bootcamp Certificate Program**

University of Denver, University College, Denver, CO - expected January 2018 graduation

**Leading Strategically: Executive Leadership Program, Center for Creative Leadership, 2015**

Gartner Symposium/ITxpo 2015