# MIKE **FUCHSMAN**

Mike's Online Portfolio

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## UI/UX | Creative Design | Brand & Marketing Strategy

Hands-on creative services leader who oversees design and production teams that create compelling visual communications for digital and full motion audiovisual medias. Excel at translating marketing goals into executable creative strategies that adhere to brand profiles. Unites a work culture of collaboration, diversity and strong cross-organizational relationships while instilling lean process philosophies. Advanced level, multi-disciplinary talent who possesses a strong technology acumen, is a skilled presenter and a leader who challenges his staff to surpass their creative safety zones.

### ADVANCED TECHNICAL SKILLS

**Web:**

**FRONT END:** HTML5, CSS3, Bootstrap, Materialize, JavaScript, JQuery, Moment.JS, WordPress CMS

**BACK END:** Node.JS, JSON, AJAX, MySQL, MongoDB, Python, Firebase, Angular, MySQL, GitHub, Heroku,

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

**Final Cut Pro, Telestream, Compressor & stereoscopic encoding solutions, Office 365**

### 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 - January 2018

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

**Digital Summit Denver 2017**
**Gartner Symposium/ITxpo 2015**
**NABSHOW: 1998 - 2016**

## PROFESSIONAL EXPERIENCE

### National CineMedia, LLC

Centennial, CO

- Senior Vice President – Production Services — 2010 – 2017
- Vice President – Media Production & Motion Graphics — 2007 – 2009
- Director – Motion Graphics — 2005 – 2006

- Directed production, creative design and project management of FirstLook, NCM's industry leading digital cinema advertising program that annually generates $460+ MM.

- Formed and directed award-winning, 13-person in-house motion graphics and visual effects studio (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.

- Headed 15-person, full service post-production and live-action production division that executed secondary post on 26,000+ advertisements annually and produced entertainment content featurettes and short-form advertisements for national and regional advertisers.

- Led company's six media technology transformations requiring the structured introduction of new, and the retirement of old technologies, operating platforms, compression standards and personnel.

*SIGNIFICANT ANCILLARY ACCOMPLISHMENTS*

- Accelerated adoption of stereoscopic 3D advertising growth by creating and presenting a stereoscopic 3D educational presentation to national advertising agencies and post facilities that achieved a zero to $50+ MM revenue increase over three years.

- 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 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.

- Authored executive strategic business summaries, technical white papers, media specifications, quality control standards, disaster recovery plans and full-service creative services rate card.

- 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.

- Designed and oversaw installation and maintenance of the studios multitier client/server network that included a high-performance, render farm to produce advanced visual effects.

- Set and managed annual business division budgets of $2.9 MM in operating and $450 K in capital expenditures.

## National Cinema Network

Kansas City, MO &
Washington, DC

**Vice President of Creative Services, Creative and 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.**

*SIGNIFICANT ANCILLARY ACCOMPLISHMENTS*

- 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.