

Michael Kuell

Creative Producer | Multimedia Director | Visual Storyteller

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PROFESSIONAL SUMMARY

- Strategic and creative Video Producer with over 15 years of experience developing and leading end-to-end multimedia content for global brands and institutional clients within the financial services industry.
- Adept at navigating fast-paced, compliance-driven environments and collaborating with senior stakeholders to deliver high-impact video and audio storytelling.
- Proven ability to manage complex production workflows, lead cross-functional teams, and optimize content strategies across digital platforms.

CORE COMPETENCIES

- Video & Audio Production Strategy
- Stakeholder & Vendor Management
- Cross-Functional Team Leadership
- Financial Services Communication
- Editorial & Brand Standards Enforcement
- Creative Development & Direction
- AI content tools (Runway, Sora, DALL·E, ChatGPT)
- Compliance-First Content Execution
- Analytics & Performance-Based Optimization
- Podcast Production & Distribution
- Studio Operations & Remote Production

PROFESSIONAL EXPERIENCE

Senior Video Producer + Studio Manager - MFS Investment Management

Boston, MA February 2014 – September 2024

- Led all multimedia content production for a global asset management firm, including internal communications, institutional thought leadership, and digital client campaigns.
- Directed award-winning video campaigns, increasing engagement metrics by 20–30X and strengthening brand visibility across institutional and retail audiences.
- Developed and maintained compliance-aligned workflows, ensuring legal and brand approvals across video and audio content.
- Produced executive-led content series, including market commentary, DEI narratives, and investment strategies, tailored for high-profile institutional stakeholders.
- Built and scaled an in-house video studio, expanding production output from 50 to 250+ videos annually.
- Launched two branded podcasts, overseeing strategy, recording, editing, and multi-platform distribution, amassing tens of thousands of downloads.

- Partnered with cross-functional marketing and business leaders to deliver platform-optimized content across YouTube, LinkedIn, Instagram, and internal CMS systems.
- Integrated generative AI tools to streamline workflows and localize content across international offices.

Creative Producer / Director - Self-Employed

Boston MA April 2003 – Present

- Directed and produced customer reference content for corporate clients, including Pfizer and TD Bank, showcasing business transformations through video and multimedia.
- Developed scalable workflows and approval processes to manage complex multimedia projects across diverse industries.
- Collaborated with technical stakeholders to align marketing assets with product capabilities, ensuring technical accuracy and relevance.
- Delivered engaging content across social platforms, leveraging data-driven insights to tailor messaging for diverse audiences.

SELECTED PROJECTS

“Time is an Asset” Campaign – MFS <https://vimeo.com/1071453736>

- Produced and Directed a 4-part black-and-white brand series promoting long-term investing.
- Achieved a 30X increase in engagement and consideration scores while strengthening the firm’s position as a thought leader.

MFS Centennial Campaign <https://vimeo.com/jetpak/100th>

- Oversaw production of 100+ deliverables including a 4-part docuseries, animated explainers, and social content.
- Coordinated global interviews, archival integration, and multi-platform distribution.

Pfizer Digital Annual Reports <https://vimeo.com/jetpak/pfizerar>

- Led video storytelling efforts for annual corporate reports, featuring scientists and executives.
- Improved brand perception and expanded stakeholder engagement through cinematic storytelling.

EDUCATION

- Fitchburg State University - Bachelor of Arts, Film
- Graduated Summa Cum Laude – Full-time Industry Internship