

MIKE HENNEBERGER

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Forsman & Bodenfors - Director of Studio, Exec. Producer - Sept. 2022 - Oct. 2023

- Collaborate with internal agency producers, creatives and external stakeholders to guide video production strategy from pitch/ideation to execution and post-production
- Create briefs, bids, budgets and schedules for multiple productions simultaneously
- Produce, direct, post-produce content for broadcast, social and digital media
- Mentor studio staff while leading team in expanding expertise in modern production technology and digital/social video marketing landscape



Kernel Productions/Spectrum Reach - NYC Lead Producer - Oct. 2018 - Sept. 2022

- Lead NYC clients through broadcast, digital & social media production & strategy
- Write scripts, copy, design storyboards and pitch decks w/clients and sales team
- Shoot, light, and run sound during productions, direct crew, talent, and post-produce



Berger Media (Creative Production Agency) July 2017 - Current

Executive Producer of Video and Audio, Writer/Director

- Pitch & produce digital, social, audio, video content & marketing strategies for clients
- Guide clients, crew & talent through process: staffing, budgeting, scheduling, casting, permitting, licensing, locations & communicating with agencies, reps & high-level talent



Billboard & Hollywood Reporter Media Group (Pre-Penske) Aug. 2016 - July 2017

Supervising Producer of Branded Video & Editorial + Live Stream Producer

- Work across video, marketing, sales, and editorial departments to lead content strategy
- Pitch, budget, schedule, shoot, sound mix video productions including live streams
- Write, direct, produce videos around U. S.: crews of 2-40 people, budgets up to \$3M



Rolling Stone & Vice Jan. 2016 - July 2016

Freelance Producer/Director of Branded & Editorial Video

- Work across editorial and marketing departments to ideate, pitch, coordinate logistics, budget, schedule, produce, shoot, direct, post-produce editorial and branded videos



Zero Platoon Productions (Military Mental Health Charity) Sept. 2013 - 2020

Executive Producer, Director, Audio Producer, Interviewer, Cinematographer, Editor

- Produce, direct, sound mix, edit performance & interview videos w/high level talent
- Lead digital & social media content & marketing strategy & execution
- Coordinate with talent, venues & talent reps for interviews and video shoots



Comedy Central June 2012 - Oct. 2014

Multi-Platform Producer, Brand Strategist, Digital & Social Media Strategist, Writer

- Work across digital, marketing & on-air departments to coordinate & execute digital, social media & fan-engagemnt for top-rated shows & Comedy Central Special Events
- Lead creative for branded content & digital exclusives associated with my shows



The Vent Magazine & Island Waves Weekly Oct. 2007 - March 2011

Entertainment Editor, Reporter, Photographer & Producer, Writer, Director, Host

- Write, edit, and coordinate & conduct interviews for local & national entertainment news
- Lead and mentor staff of five reporters and photographers & assign & edit stories



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promaxbda
Promotion, Marketing,
& Design Awards

2013 Cross Media Stunt Special Event Bronze (Workaholics - Half Xmas)
2014 Entertainment Promo Bronze (Roast of James Franco)
2014 Comedy Program Multi-Media Campaign Silver (Roast of James Franco)



65th Primetime
Emmy Awards

2013 Winner: Outstanding Interactive Program
Comedy Central's "Night of Too Many Stars"

2013 Best Humor Website Nominee ("Tosh.0")
2014 Celebrity Social Nominee ("Roast of James Franco")
2014 Best Humor Website Honoree ("Tosh.0")
2015 Long Form Drama Nominee ("Jason Nash is Married")
2015 Short Form Branded Video Nominee ("Key & Peele" + Film "Non-Stop")
2015 Short Form Branded Video Nominee ("Workaholics" + Film "Neighbors")
2015 Viral Video Honoree ("Nathan for You - Dumb Starbucks")
2017 Viral Video Honoree ("Drake Cameo in Beyonce's Lemonade" Parody)



2013 Best Social Media for Live TV Nominee ("Night of Too Many Stars")
2014 Best Social Media Contest Nominee ("Workaholics" #SixDays of Half Xmas)
2014 Best Use of Social Media for TV Nominee ("Roast of James Franco")
2015 Best Contest or Promotion Nominee ("Tosh.0" Nana-Nana Subaru)



2020 Gold Winner: Campaign (Creative Director, "Sound Bites with Jack Degel")
2020 Silver Winner: Local TV Lifestyle (Producer/Director "Introducing You" - NYC)
2020 Silver Winner: Local TV Restaurants (Producer, Pepper Lunch, NYC)
2021 Bronze Winner: Local TV Beauty/Fashion (Producer, Corona Barbershop, NYC)
2023 Bronze Winner: Branding - Local TV (Creative Director/Producer, "Don't Be A Schmuck," Bell Environmental, NYC)



#1 Best Seller - Punk Biography Category, Music Philosophy and Social Aspects Category, New York City Travel Category, Texas Travel Category
#1 New Release - (all categories above), Mental Illness Category, Punk Music Category, #4 Pop Culture Category, #5 Dating Category

SKILLS

Writing	Cinematography	Video Editing	Audio Mixing	Adobe Creative Cloud
Directing	Canon Cameras	Photo Editing	Lighting for Film	Microsoft Office
Producing	Sony Cameras	Copy Editing	Social Media	Google Drive
Photography	Nikon Cameras	Audio Recording	Marketing	Interviewing
Casting	Production Bids	Talent Relations	Networking	Production Budgeting

EDUCATION



Five-Month Digital
and Social Media Production
& Marketing Internship 2011



Bachelor of Arts
Communications - Media Studies
Graduation 2012

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EDITORIAL VIDEO

CLICK PHOTO TO WATCH OR LISTEN



The Economist



KGB History Docu-Series



The Hollywood Reporter



Billboard Daily News

BRANDED VIDEO



Raury @ 30K Feet



Mike Will Made-It



WILMER VALDERRAMA



PHANTOGRAM + COACHELLA



AUDIO/PODCAST



Rock Bottom at the Renaissance Audiobook

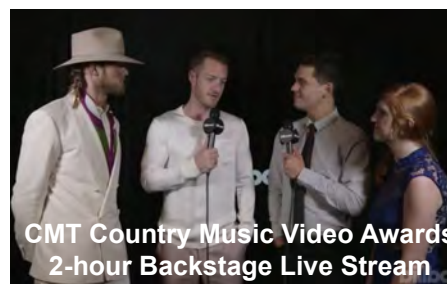
Read by Tyler Posey (MTV's Teen Wolf)
Ft. songs by Jimmy Eat World, Lisa Loeb, Dashboard Confessional, Alkaline Trio, The Format, The Smoking Popes, Death Cab for Cutie, Bright Eyes, and more.

#1 Amazon Best Seller: Punk Biography, Punk Music, and New York City categories

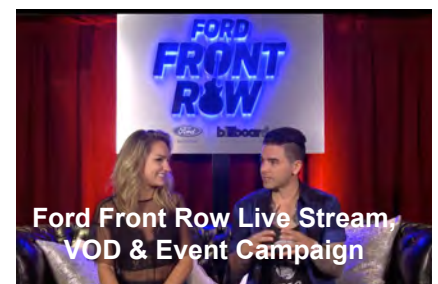
LIVE STREAM



Waterloo Records South by Southwest 4-day Live Stream



CMT Country Music Video Awards 2-hour Backstage Live Stream



Ford Front Row Live Stream VOD & Event Campaign

ORIGINAL SERIES



"On the Record" for Billboard Magazine



"Coffee with New York" for New York Coffee Festival



"UrbanLab" Social Entrepreneur Spec Pilot



Music Festival Social Media Short Form Series

Commercials, Music Videos, and Event Sizzle Reel Examples Available Upon Request