

Michael Henneberger

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SUMMARY

Cannes Lion and Emmy-winning video producer with 10 Years of experience crafting creative, leading teams, collaborating across departments, working with high-profile brands and talent, and delivering smooth production workflows from pre-pro to post, on schedule and under budget.

Past work includes Rolling Stone, Billboard, Spin, The Hollywood Reporter, Vice, Ford, Adidas, Mercedes, W Hotels, Sour Patch Kids, Herbal Essences, Guess Fragrances, Southwest Airlines, Johnnie Walker, Jameson, Seagrams 7, Stubhub, Aveda, + more.

WORK EXPERIENCE

Freelance Video Producer, Director, Editor - NYC, NY **Nov. 2023 - Current**

- Pitch ideas, write scripts/treatments, create storyboards, production budgets and calendars.
- Act as cinematographer, editor, and handle lighting and audio recording and mixing as needed.
- Create production bids, keep track of budget during production and actualize after.
- Manage production and post-production teams and tasks including crew staffing, post-supervising, managing deliverables.
- Communicate with clients and talent and negotiate with vendors to achieve creative goals, and communicate progress and challenges with all stakeholders.
- Increased personal production company revenue 10-20% every active year since 2017.

Director of Studio, Producer - Forsman & Bodenfors - NYC, NY **Sep. 2022 - Oct. 2023**

- Serve as Lead Producer on studio productions, and Post-Producer on edit/motion gfx/vfx work.
- Create bids and budgets for productions, keep track during production and actualize after.
- Lead teams in creative collaboration across departments to strategize client solutions through original storytelling in marketing and advertising assets: photo, video, digital.
- Manage clients through production and post process, communicate challenges and progress with stakeholders.
- Act as cinematographer, editor, and handle lighting and audio recording and mixing as needed.
- Managed production studio and post-production suites, managing equipment and scheduling.

Video Producer - Kernel Productions - NYC, NY **Oct. 2018 - Sep. 2022**

- Lead all TV commercial production for New York City region; producing and post-supervising.
- Produce, direct and shoot corporate communication videos with executive-level leadership.
- Interpret client needs and goals through writing treatments, creative briefs and scripts.
- Handle production process, beginning to end: casting, locations, scheduling, budgeting, post, etc.
- Interview testimonial subjects, direct talent, and handle cinematography, lighting, audio as needed.
- Increased revenue between 10-20% every year, won 6 Telly Awards.

Video Producer, Director - Billboard & The Hollywood Reporter - NYC, NY Aug. '16 - July '17

- Supervise production and post-production of all branded video productions.
- Vet cinematographers and photographers and other crew, negotiate bids and contracts.
- Create production budgets and schedules, review bids from external vendors.
- Pitched branded and editorial video content with celebrities and around major events.
- Led productions at major events like The Grammys, South by Southwest, and Coachella Music Festival, with A-list talent, budgets up to \$500K and with casts and crews of up to 50 people.

Freelance Creative Producer - Rolling Stone, Vice Media - NYC, NY Jan. 2016 - July 2016

- Pitch, ideate and brainstorm original content for editorial and branded editorial series.
- Brainstorm original content ideas for Viceland TV network advertisers.
- Create pitch decks, write scripts and treatments for branded content shoots.
- Book crew and high-profile talent, secure locations and filming permits.
- Create production budgets and production schedules.

Digital Producer, Social Media Manager - Comedy Central - NYC, NY June. '12 - Oct. '14

- Create original online content and develop marketing strategies for properties alongside senior producers as well as representatives from marketing, promotions, press and on-air departments.
- Implement strategy through developing clips from owned properties and maximize SEO in copywriting for all digital and social content.
- Examine social media metrics and analytics to determine best promotion practices.
- Maintain all online activity for various shows and special events using two different CMS systems.

EDUCATION

- Bachelor of Arts Degree, May 2012 - Texas A&M University - Corpus Christi: Corpus Christi, TX Major: Communications with specialization in Media Studies, GPA 3.5
- U.S. Army, Dept. of Defense Information School - Photography
- The Daily Show & The Colbert Report Digital Team Internship - Aug.-Dec. 2011

SKILLS

Video Production, Post Production, Client Relations, Pitching and Presenting, Showbiz and Hot Budget Production Budgeting, Client Relations, Directing On-Camera Talent, Talent Relations, SAG/AFTRA Contracts, Digital Production, Adobe Premiere, Photoshop, Lightroom, Adobe Creative Suite, Microsoft Office, Cinematography, Video Editing, Audio Recording and Mixing, Photo Editing, Copy Editing, Writing, Photography, Directing, Lighting for Video, Google Drive, Production Scheduling, Cross-Departmental Collaboration, Sony Cameras, Canon Cameras, Red Cameras

HONORS AND AWARDS

- 2024 Bronze Cannes Lion: Health & Wellness - Pharma
- 2024 Gold London International Award: Pharma & Medical - Craft
- 2023 Bronze Telly Award: Branding - Local TV
- 2021 Bronze Telly Award: Local TV - Beauty & Fashion
- 2020 Gold Telly Award: Branding Campaign
- 2020 Silver Telly Award: Local TV - Restaurants, Local TV - Lifestyle
- 2020 Silver Telly Award: Local TV - Lifestyle
- 2020 Amazon #1 Best Seller - Punk Biography Category, Music Philosophy and Social Aspects Category, New York City Travel Category, Texas Travel Category
- 2020 Amazon #1 New Release (all categories above), Mental Illness Category, Punk Music Category, #4 Pop Culture Category, #5 Dating Category
- 2017 Webby Award Honoree: Viral Video
- 2015 Webby Award Honoree: Long Form Drama
- 2015 Webby Award Honoree: Short Form Branded Video x2
- 2015 Webby Award Honoree: Viral Video
- 2015 Shorty Social Media Award Nominee: Best Contest or Promotion
- 2014 Webby Award Honoree: Best Humor Website
- 2014 Webby Award Honoree: Best Celebrity Use of Social
- 2014 Shorty Award Nominee: Best Social Media Contest
- 2014 Shorty Award Nominee: Best Social Media for TV
- 2013 Webby Award Nominee: Best Humor Website
- 2013 Shorty Social Media Award Nominee: Best Social Media for Live TV
- 2013 Emmy Award Winner: Outstanding Interactive Program