

Mike Sunseri
Content Producer-Writer-Director

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http://www.mikesunseri.com

Results-driven media producer with 20+ years of experience in leading video and audio production for global technology brands. Proven expertise in managing the entire production lifecycle, from creative development to final delivery, ensuring alignment with strategic business objectives. Adept at overseeing production budgets, optimizing workflows, and collaborating with internal teams and vendors to deliver high-quality, engaging content. Passionate about integrating emerging technologies into content production to drive efficiency and innovation.

Core Competencies

- **Content Production and Project Management**
 - End-to-End Video and Audio Production, Creative Development, Studio and Remote Production, Vendor Negotiation, Budgeting and Scope Management
 - Content development including proven success in translating complex technology concepts into engaging video content for corporate thought leadership and customer success stories
 - Write video scripts, case studies, and blog content that support client objectives and brands
- **Technology Tools**
Adobe Creative Suite (Premiere, After Effects, Photoshop, Illustrator), Frame.io, Microsoft 365, SharePoint, Jira, Trello, Slack, Wordpress
- **Cross-Functional Collaboration**
 - Stakeholder communication, studio and vendor management, integrated marketing team collaboration

Professional Experience

Supervising Content Producer - Contract

EnterOne, Reston, VA

2022 – Present

- Direct a global video editing team to produce animated and live-action videos supporting learning and certification courses for IT professionals
- Manage project timelines, budgets, and stakeholder communication to ensure on-time, high-quality deliverables

Creative Director and Executive Producer

Media Agents Inc., Seattle, WA

1999 – Present

Develop and produce award-winning videos and written marketing content for industry-leading technology organizations such as Dell Technologies, Cisco, Microsoft, Intel, Cisco, AWS, Hewlett Packard and NTT DATA.

- **Content Development:**
 - Develop and present proposals to secure project commitment and funding
 - Translate communications strategies and program marketing content into video or written media for broad audiences
 - Write video scripts, case studies, and blog content aligned with client objectives and brand messaging

The resume continues on the next page.

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- **Production and Post-Production Management:**
 - Lead the end-to-end content production process for video and audio content, ensuring alignment with key business initiatives
 - Manage production budgets ranging from \$5K to \$350K, optimizing resources to maximize efficiency
 - Supervise global production teams across multiple time zones, ensuring seamless execution of live-action and animated content
 - Direct on-camera performances of subject matter experts, actors, and narrators
 - Lead studio, location and remote production in single-camera and multi-camera formats
 - Oversee post-production, editing and animation design
 - Implement AI-powered editing and workflow tools to enhance efficiency in post-production and content reviews
 - Maintain and organize SharePoint folders & Frame.io links for stakeholder access and review
 - Over 700 solution marketing, employer brand and customer success videos produced worldwide
- **Collaboration with Clients and Cross-Functional Teams:**
 - Build long-term collaborative relationships across management levels and functional disciplines
 - Partner closely with integrated project managers to align production timelines with broader marketing initiatives
 - Coordinate with internal teams, agencies, and vendors to ensure smooth production workflows and on-time delivery of all assets

Industry Experience and B2B Technology Focus

- Extensive experience producing content for B2B technology leaders, including Microsoft, Intel, Cisco, Dell Technologies, AWS, and NTT DATA
- Deep understanding of IT solutions, SaaS platforms, and cloud computing, enabling compelling storytelling that resonates with enterprise audiences
- Proven success in translating complex technology concepts into engaging video and audio content for corporate thought leadership and customer success stories

Portfolio

Please see mikesunseri.com for a sample of my video work. More videos and samples of my written work are available upon request.

Education

Master of Business Administration (M.B.A.), Marketing and Finance
University of Washington - Michael G. Foster School of Business

Film and Video Production Certificate
University of Washington Certificate Program

Bachelor's Degree, Aerospace and Astronautical Engineering
Georgia Institute of Technology

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Teaching Certificates

Arizona CTE Industrial & Emerging Tech, K-12 and CTE Business and Marketing, K-12

Honors and Awards

Over 150 Telly awards honoring excellence in video media production across all screens

Mastery Areas

- Deep understanding of information technology solutions and their benefits in solving business challenges
- Extensive expertise in conceiving and directing real-people interviews and b-roll footage as content for documentary-style films
- A production career spanning feature films, broadcast TV commercials for national brands, and corporate training and marketing videos for all platforms