

# Michael C. Welch

## PROFESSIONAL SUMMARY

Accomplished multimedia professional with over two decades of experience in content creation, production, and direction. As the Founder of mikeywelch.com LLC, I've earned accolades for my innovative approach and versatile skill set. My expertise spans scriptwriting, filming, editing, and post-production, including VFX and Motion Graphics, with a proven track record of delivering compelling narratives for big and small brands.

## EXPERIENCE

### **Writer, Producer, Director, Editor – mikeywelch.com, LLC**

Los Angeles, CA - 2/2007 - Present

Award-winning content creator with a wealth of industry experience. Having worked in every facet of the business, from development to production to post-production, I can bring a unique perspective and solution to any client, production, or challenge. Clients have included *Adidas, Sundance Film Festival, FanDuel, Neilson Financial, Guthy-Renker, GR2, Euro RSCG Edge, Raymond Entertainment, Emson, Irwin-Naturals, Ascent Media, Amazon.com, Barnes & Noble, Wiley Publishing, Sony, Kastner & Partners, 180-Amsterdam, Universal Press Syndicate, The Claire Marie Foundation, The Leukemia and Lymphoma Society, Gate.*

### **Creative Director – Ductape Media**

Los Angeles, CA - 5/2010 - Present

Ductape is a hybrid creative + production agency. We are a core group of award-winning storytellers who craft big ideas for brands large and small. Our integrated production capabilities create effective and relevant content for all mediums. As the Creative Director, I spearheaded the conceptualization and execution of innovative ideas that captivated audiences and delivered tangible results. With a strategic approach and strong leadership, I guided our team through every stage of project development, from initial brainstorming sessions to final delivery. Clients include *BrunoMD, GotPrint, Golo.com, and Guthy-Renker, with Proactiv, Sheer Cover, Zumba, and Triverex brands. eHarmony with their Jazzed.com brand launch, Reynolds Wrap, Fullfast, Ken Paves Self Help Hair Care, Omega XL, US Navy. National clients included Budweiser, Pepsi, Miller, Netflix, ABC television, NBC television, Disney, Proctor and Gamble, Campbell's, Hertz, Toyota, Sprint, KFC, 7-Up, and Yahoo.*

### **Lead Video Editor – Beachbody**

Beverly Hills, CA 6/2006 – 2/2007

In-house post-production specialist for one of the leading direct response companies in the world. My responsibilities included supervising our in-house production and post-production facilities. My re-edit of *Yoga Booty Ballet* helped it become the fastest-selling fitness retail video in the country. Developed original content for *Hip Hop Abs* and syndicated content internally between all departments (web, print, broadcast) for the biggest online launch in the company's history.

### **Writer, Producer, Director, Videographer, Editor - Freelance**

Los Angeles, CA 11/2003 – 6/2006

A versatile and experienced freelance writer, producer, director, and editor adept at bringing creative visions to life across various mediums. With a passion for storytelling and a keen eye for detail, I collaborate with clients to conceptualize, script, produce, direct, and edit compelling content tailored to their unique needs and audiences. From scriptwriting to final post-production, I offer comprehensive expertise to deliver impactful and engaging multimedia projects. Clients have included *Piaggio, Aston Martin, Hyundai, The TV show COPS, Jeep, The Jackson Hole Film Festival, California Tan, Porsche, Lindora, HBO, Amgen, Invitrogen, Mentoring.org, CountryWide, Mazda, Jaguar, Volvo.*

**Senior Video Editor - Travel the Road**

Torrance, CA 2002 - 2003

As the lead editor and creative for the acclaimed reality television series, "Travel the Road," I played a pivotal role in shaping its narrative. Over the course of less than five months, I expertly curated and edited over 350 hours of footage into 14 compelling episodes.

**Editor/Head of Production - Alchemy Media**

Santa Monica, CA 2001 - 2002

Founding member of a full-service production and post-production facility. I was responsible for editorial, broadcast, and sound design for all projects. Duties also include bidding, production, and media management. Produced television commercials, documentaries, long-form videos, DRTV short-form spots, movie trailers, PSAs, and additional content.

**Freelance Multimedia Specialist**

Los Angeles, CA 2000 - 2001

During this period, I was a freelance writer, producer, director, videographer, and editor, crafting engaging video content for diverse distribution channels, including the web, television, and trade shows. My client roster included esteemed brands such as Ford of Canada, Toyota, POP.com, FreeWheelin' Magazine, and Wirebreak Networks.

**VP of Operations – ZeroYear (Carbon14), a division of Kick Media**

Venice, CA 1999 - 2000

As a pioneering figure in the dot-com era, I played a foundational role as one of the founding members of ZeroYear, a division of Kick Media. We were the first AICP-certified production company servicing TV, film, and online video mediums. Leading the daily operations, I also spearheaded the conceptualization, shooting, and editing of content for the represented websites, contributing to our innovative digital presence.

**In-house Creative - Bedford Falls**

Santa Monica, CA 1996 - 1999

Employed in the commercial division of this Academy Award-winning production company, I worked closely with some 40+ feature, commercial, and music video directors. Performed all offline reel editing. Coordinated post sessions, with editors, post houses, sound designers, and colorists. Responsible for offline reel editing, post-production coordination, and enhancing directorial presentations for the Director's Workshop program. Additionally, contributed to sister companies through shooting, editing, and content creation.

**Freelance Production Managing, Coordinating, Assisting – Film Development**

Los Angeles, CA 1991 - 1996

Commercial and film production. Budgets ranged from as high as a million dollars to as low as a few hundred.

**ACADEMIC STUDIES****Indiana University of Pennsylvania Indiana, PA**

B.S. Business Administration; Marketing

**PROFICIENCIES**

Adobe Premiere Pro, Final Cut Pro, Avid Media Composer, Adobe After Effects, Davinci Resolve Studio, Photoshop, Illustrator, Media Encoder, InDesign, Acrobat Pro, Lightroom, Character Animator, Pro-Tools, Audition, Microsoft Office 365, Cinema 4D, Movie Magic, Final Draft, and various plugins. Creative and technical writing, video shooting - 6K, 4K, HD and proxy workflows, Testimonial and real people interviewing, digital photography and videography, lighting, green screen / blue screen, on location or on set production, tabletop stills and video, *AICP Production Estimating* (bidding), recovery and repair software for media recovery and Macintosh repair.

19616 Haynes St, Los Angeles, CA 91335 • (310)857-9646 • [mikeywelch@me.com](mailto:mikeywelch@me.com) • [mikeywelch.com](http://mikeywelch.com)