

# Michael Kinney

## Integrated Producer

As a dynamic and versatile Producer with over 25 years of experience in film, video, and stills production, I specialize in producing integrated marketing campaigns. My passion for storytelling is matched by my strong background in budgeting, project management, and creative problem-solving. Adept at leading diverse teams, meeting tight deadlines, and navigating complex production scenarios, I consistently deliver high-quality content that captivates audiences and exceeds client expectations. My unique blend of culinary arts expertise and production experience has resulted in numerous successful collaborations with top-tier brands and Ad Agencies. As a strategic thinker and innovative leader, I am poised to make a significant impact in the competitive entertainment landscape, bringing a fresh perspective and a relentless drive for excellence to every project I undertake.

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## CORE COMPETENCIES

Broadcast, digital, Radio and Stills production

Project Management & Coordination

Production & Creative Direction

Culinary-themed content development

Budget creation and tracking expertise

Experiential experience

On-screen content strategy

## PROFESSIONAL EXPERIENCE

### Executive / Senior Producer Freelance

*Achievements/Tasks*

- Collaborating with food and health ad agencies on international, celebrity, studio, and location-based broadcast, social, radio, print, and experiential projects

### Senior Integrated Producer VMPLY&R

2016 - 2022 *Achievements/Tasks*

- Led project teams, ensuring on-time and on-budget delivery of best-in-class broadcast and digital content for clients, including Wendy's

### Producer / Line Producer Freelance

2000 - 2016

*Achievements/Tasks*

- Worked on commercial and corporate projects for clients such as Bayer Animal, Gatorade, and Budweiser, with budgets ranging from \$50k and above. Created and executed budgets, ensuring timely and on-budget project completions

## HIGHLIGHTS OF SUCCESS

### Wendy's Account Transformation at VMPLY&R

*Masterminded the expansion of Wendy's digital account into a full-fledged AOR, expertly integrating broadcast, radio, experiential projects, and food photography. Demonstrated exceptional project management expertise, creative thinking, and the ability to develop highly efficient workflows.*

### Wide-Ranging Expertise in Film and Television Production

*Cultivated a wealth of experience across diverse film and television production formats, such as Feature Films, Scripted and Unscripted TV, Photography, and Commercial Shoots. Established a solid reputation for adaptability, resilience, and the ability to steer projects to success, irrespective of their format.*

## TECHNICAL EXPERTISE

### Multimedia Production & Editing

Digital cameras, Lighting, Audio/Video editing software, Image processing, & Online content creation

### Culinary Production & Advertising

Resource Management, Food Styling, Brand Collaboration, Campaign Development, Trend Research

### Culinary On-Screen Content

Script & Storyboard Development, Cooking Techniques Showcase, Industry Trend Integration, Collaboration with Culinary Experts

## EDUCATION

### BA in Art Management Columbia College

*Emphasis of Study*

**Film & Photography**

### Culinary Arts Certificate

The Institute of Culinary Education (ICE)