

Michael Kinney

Entertainment Producer & Culinary Filmmaker

As a dynamic and versatile Producer with over 25 years of experience in film, video, and stills production, I specialize in culinary advertisement and reality TV. My passion for food and 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 acclaimed television series. 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.

✉ michael.kinney@me.com

☎ 816-914-2923

🌐 www.michaeljkinney.com

CORE COMPETENCIES

Commercial, corporate, and reality TV production

Project Management & Coordination

Production & Creative Direction

Culinary-themed content development

Script development and storyboard creation

Set design and execution collaboration

On-screen content strategy

HIGHLIGHTS OF SUCCESS

Home Town Pilot Episode Breakthrough

Pivotal in shaping the pilot episode of Home Town, contributing to its rise as one of HGTV's most renowned shows. Showcased exceptional production planning and execution skills.

Wendy's Account Transformation at VMLY&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.

PROFESSIONAL EXPERIENCE

Executive 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

VMLY&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

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)