



# michael c. mendelsohn

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Award-winning creative leader and generalist with 25+ years of experience shaping visual narratives across broadcast, digital, experiential, and brand-ed platforms. Proven expertise in creative direction, post-production supervision, and full-cycle content development for Fortune 500 brands, entertainment icons, and global agencies. Adept at building visual ecosystems and scalable workflows that align with business objectives.

## CORE COMPETENCIES

Creative Strategy, Cross-Functional Team Leadership, Brand Development, Multi-Channel Campaigns, Motion Graphics & Animation, Post-Production Management, Content Creation, Client & Stakeholder Engagement, Budget Oversight, Art Direction, Visual Storytelling, Experiential Design, Live Event Integration

## EXPERIENCE

### Freelance Creative Director & Post-Production Consultant - **Self Employed** • July 2009 - Present • New York, NY / Los Angeles, CA

- Directed and produced over 400+ cross-platform projects including brand videos, commercials, music videos, and interactive installations.
- Led end-to-end production: conceiving, scripting, direction, shooting, editing, animation, compositing, and VFX.
- Developed branding systems, identity toolkits, merch, and high-impact experiential visuals for live events and screen-mapped presentations.
- Created visual assets for social, OOH, and digital campaigns across diverse sectors: music, healthcare, fashion, fintech, and hospitality.
- Managed client communications, vendor negotiations, and resource planning—consistently delivering under budget and on deadline.
- Key collaborators include: American Express, Atlantic Records, Estee Lauder, Pfizer, HBO, Warner Music Group, Shopify, Sanofi, Netflix, Live Nation, L'Oréal.
- Notable artist collaborations: Carrie Underwood, Cyndi Lauper, Chris Rock, Benny Benassi, Papa Roach, Tenacious D, Trace Adkins.

### Senior Video Producer - **Cadence** • March 2021 - February 2022 • New York, NY

- Created branded and instructional content for a SaaS event technology platform.
- Edited user-generated content and event coverage; designed animated overlays integrated directly via platform UX/UI.

### Creative Director - **Little Empire Music** • August 2013 - August 2018 • Los Angeles, CA

- Oversaw visual branding and production for dozens of music artists across video, social, merch, print, and digital.
- Streamlined digital asset workflows; created scalable systems for long-term artist campaigns.
- Directed multimedia rollouts for EP/album launches, collaborating closely with artist management and PR.

### Senior Editor/Producer - **SciMedMedia** • April 2007 - March 2009 • New York, NY

- Led editorial and post for interactive medical education products.
- Directed nationwide interview series with key opinion leaders (KOLs) in cardiology.

### Partner - **Mi5 Recordings** • April 2001 - June 2014 • New York, NY

- Directed visual branding, album art, and digital campaigns for a roster of independent and legacy artists.
- Developed promotional assets including packaging, web design, and marketing collateral aligned with each artist's visual identity.
- Collaborated with producers, management, and marketing teams to support album releases and public relations initiatives.
- Artists worked with include: James Brown, Hugh Masekela, Jeff Beck, Jesus Jones, Mick Rock, Midge Ure, Modern English, Toots and the Maytalls.

## EDUCATION

BFA, Film and Electronic Media  
Bard College, Annandale-on-Hudson, NY  
1998 – 2002

## TECHNICAL PROFICIENCIES

Post & Motion: Adobe After Effects, Premiere, Audition, DaVinci Resolve, Final Cut Pro, Cinema4D, Blender  
Design: Photoshop, Illustrator, Figma, Dreamweaver  
Production Tools: Blackmagic, Canon EOS, Zoom audio, Zhiyun gimbals, studio lighting  
3D / VFX: Compositing, Color Grading, Animation, 3D modeling, AI-assisted upscaling  
Workflow Tools: Frame.io, Google Workspace, PowerPoint, Excel

## SELECTED EQUIPMENT & STUDIO ACCESS

Full production and post-production kit including 6K cameras, professional lenses, audio, lighting, green screen, and mobile rigging systems.  
Preferred studio access in NYC, LA, Brooklyn, and NJ including Planet X, Contra, IKA Collective, Mac Sennett Studios.