

MICHAEL YALE POLLAK

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CREATIVE PROJECT MANAGER AND CREATIVE DIRECTOR

I am a **Senior Creative Professional** with **26 national awards** in multi-media, digital and video production. I am a proven team leader with extensive experience in all forms of advertising, marketing, and communications. I bring a successful career as a creative director, project manager, brand strategist and content developer for high-profile clients and key stakeholders. I love collaboratively executing innovative and complex projects with a demonstrated track record of establishing profitable and sustainable relationships.

PRODUCTION AND COMMUNICATIONS EXPERIENCE

- Served as the Director of Video Production and Creative Producer for a \$60M national campaign on over 180 Projects
- Operated as the Creative Project Manager on over 120 simultaneous global productions for DXC Technology/HPE
- Creative Director and Project Manager for dozens of non-profit organizations, health, educational and social initiatives
- Maximized targeted audiences, raised awareness & earned national media for the Affordable Care Act, the Gates Foundation, HHS, The Department of Health and Mental Hygiene and Teach for America, amongst others
- Executive Producer of Network Commercials for Bud Light, Morgan Stanley, Nintendo, Volkswagen, etc.
- Writer, Director and Producer on Death of a Nation, a short film about Hate Crimes that won 4 Film Festivals
- Conducted hundreds of interviews of Fortune 500 CEOs, past and present politicians, non-profit and advocacy leaders
- Lead Writer on 5 Film Productions, Essays, Social Media Content and 100s of Corporate, Health and Educational Projects

Independent Consultant

Bethesda, MD

Creative Director and Senior Producer

June 2019 – Current

- Secured Contracts and oversaw all aspects of inventive digital and multimedia projects and productions for Fortune 500 Companies, Higher Education Institutions and National Non-Profit Organizations
- Coordinated all communications between the client, key stakeholders and the creative teams to keep the project on schedule, on budget and achieve the client's goals and vision
- Led and collaborated on the content development for which I wrote, story boarded, produced, directed and oversaw post-production
- Helped build brand creation and the client's social media strategy

DXC Technology/ Hewlett Packard Enterprise

Tysons Corner, VA

Senior Producer and Creative Project Manager, The Global Content Hub

August 2017 – May 2019

- Produce and managed all video and digital production for DXC Technology, a 150,000-employee global corporation
- Oversaw global content managers, writers, vendors, and in-house production
- Wrote scripts and content for dozens of multi-media projects
- Reduced the video and digital completion rate by 70%
- Approved or Rejected Proposed Projects and budgets from global content managers and communications department
- Interviewed and produced external and internal videos for the CEO and CMO

C2C Media Group

Washington, DC

Creative Director

January 2014 – April 2017

- Managed and hired the creative professionals for all the multi-media, digital and photography projects
- Secured and managed contracts <\$200,000
- Won over 10 National Awards for our projects
- Client Highlights:
 - World Bank – created over 30 videos for their Opening Learning Campus
 - Bill and Melinda Gates Foundation – created multiple visual, digital and social media initiatives and campaigns
 - Green & Healthy Homes Initiative – created a series of videos on the effects and the prevention of lead poisoning
 - Capstone Advanced Machining Project – created promotional and training videos and produced/directed TV broadcast campaign; aided the design and the optimization of the SEO of the website
 - Interviewed Educational and Non-profit leaders, including Fortune 500 Corporate CEOs
 - Other clients - Honeywell, Rolls Royce, Harvard University, Teach for America, Helmsley Trust, etc.

Campaign to Fix the Debt / Committee for a Responsible Federal Budget

Creative Director and Director of Video Production

Washington, DC

September 2012 - January 2014

- Built and managed the video and digital department while working along side the social media department
- Created (wrote, produced directed and oversaw post-production) over 180 video, multi-media and digital projects including webcasts, promotional and broadcast commercials that resulted in paid and earned media in over 30 US markets; helped raise national awareness and support funding efforts for the campaign
- Interviewed and filmed 200 individuals from past and present national politicians to Fortune 500 CEOs
- Won over 5 National Awards for our department's work
- Supervised content development and management of staff

Danville Community College – State of Virginia

Creative Director and Project Manager

Danville, VA

April 2017 – August 2017

- Project Managed the creation of the online curriculum and courses for the college to be used on blackboard
- Coordinated all communication between the client and the contractor
- Maintained the organization and scheduling of the project's targeted goals and completion dates

Y.E.S. Productions (Commercial Network and Viral Ads and Motion Picture)

LA, CA and Washington, DC

Senior Producer and Director

January 2008 – August 2012

Commercials

- Produced network TV commercials for Bud light, Career Builder, Ameriquest, Activision/Nintendo, Morgan Stanley, Quaker Oats, Volkswagen, etc.
- Created over 40 commercials and promotional videos for Macy's, Deloitte and US Health and Human Services
- Hired crews, managed budgets, planning, scheduling, vendors and payroll
- Collaborated in the conceptualization of storyboards, script and art direction
- Delivered finished products for distribution

Motion Picture

- Raised over \$1M for film and video projects
- Wrote 4 screenplays
- Wrote, Directed and Produced *Death of a Nation*, an award-winning film which won 4 film festivals
- Served as social media director for *Arc of Light - Portrait of Anna Campbell Bliss*, *Twice Exceptional* and *Death of a Nation*
- Served as an apprentice to the producer of films such as *Atomic Blonde* and *Scott Pilgrim vs the World*, on the film *O*

Photography

- Documented and covered events for several companies and organizations

Chicken Out Rotisserie Catering

Senior Marketing Manager

Gaithersburg, MD

September 2002 - January 2008

- Oversaw marketing and social media advertising for sales and retail departments
- Managed events that resulted in \$400,000 in revenue
- Produced marketing videos
- Assisted in customer relations
- Assisted with training, coaching and orientation of new employees

MacWilliams, Robinson and Partners (Congressional Campaigns)

Production Assistant

Washington, DC

August 2000 – November 2000

- Set up projects for television and radio broadcasting commercials for Congressional candidates
- Transcribed commercial scripts into television format
- Oversaw shipment of content to television stations in a tight deadline environment

EDUCATION

American University

Masters of Fine Arts

Washington, DC

September 2000 – May 2003

Platform Knowledge: Advanced knowledge of programs such as the Adobe Creative Suite, Adobe Photoshop, Adobe Premiere, Adobe After Effects, Kapost (productivity program), MS Word & Microsoft Excel, Microsoft, Active Directory, Final Cut Pro, Avid, Final Draft and Sony Vegas and Project Tracking Software