

# MICHAEL STAILEY

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Santa Monica, CA

310.878.4968

mstailey@gmail.com

## CREATIVE / PRODUCTION MANAGEMENT

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Ten years experience in the entertainment industry, creating content for broad range of vertical channels, platforms, and budget levels. Highly motivated, detail oriented self-starter with collaborative mindset. Consummate techie. Holds Masters in Business Administration in Strategy, DePaul University Chicago; Bachelors in Computer Engineering, University of Iowa.

## KEY SKILLS

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**Communication:** Highly skilled writer, editor, presenter; Natural leader, adept at managing large groups of creative people, distilling complex concepts into easily understood actions for all stakeholders, developing communication strategies across multiple distribution platforms.

**Tech:** Fluent in Social Media, SEO, CRM; Mac OS, Unix, Linux; HTML, XML, CSS, PHP, and MySQL; Wordpress, YouTube, Google Analytics, Microsoft Word, Excel, PowerPoint, Adobe Photoshop, Illustrator, GarageBand, Final Cut Pro.

**New Media:** Internet radio pioneer from earliest days of the format, producing six shows a week, with 1000+ hours archived content for audience exceeding 1 Million listeners worldwide.

**Web Production:** Managing multiple web sites publishing 24/7 since 2003, focus on entertainment content that includes 23,000+ film reviews, news, interviews, and event coverage.

## CAREER SUMMARY

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**Owner,** HipClick Media LLC. 2002 to present. Boutique firm specializing in online entertainment programming. Digital marketing campaigns, Account management, Project Management, Web production, Emerging media; Leveraging internal and external cross-functional teams.

**Freelance Writer and Editor.** 2002 to present. Corporate and Non-profit. Web and Broadcast. Print. Blogging. Business Plans. Press Releases. Product marketing. Technical writing. Industry trades. Speech writing. Ghostwriting. Scriptwriting. Film critic.

**Internet Radio.** 2006 to present. Producer, Post-producer, On-air personality.

**SP Trainer and SP.** 2004 to present. Casting, training actors for simulated patient encounters at Northwestern University and USC Medical schools. Facilitating group discussions.

**Professional Actor.** 2002 to 2006. SAG. Equity stage. Children's theatre, independent film, television, commercials, industrial films, and live event hosting.

**Strategic Marketing Manager,** Motorola University. 1999 to 2002. Created marketing strategy for new worldwide e-learning initiatives, exceeding CEO's utilization goal; revamped external website, increasing customer inquiries 333%; authored global market intelligence reports.

**Research & Development Engineer,** Motorola Inc. 1990 to 1999. Evolved from designer to project manager; introduced CMS; centralized admin of all design tools; streamlined design processes with new technologies & best practices, reducing cycle time five-fold.