

Mike Fuchsman

Castle Pines, Colorado • 720.989.9008 • mfuchsman@gmail.com • [linkedin.com/in/MikeFuchsman](https://www.linkedin.com/in/MikeFuchsman)

Creative Services Leader, UI/UX | Designer, Operations Manager

Accomplished and energetic creative services leader and marketing specialist with diverse and progressive experience building and leading award-winning, revenue-generating, integrative creative divisions. Seasoned in creating, building, and leading creative development processes and streamlining business operations using practical and lean principles and by cultivating key relationships across all organizational levels. Hands-on creative developer, communicator and mentor with excellent presentation and relationship building skills.

Areas of Expertise

- Strategic Development
 - Marketing, Advertising
 - Employee Engagement
 - Team Leadership, Mentorship
 - Design, Branding Solutions
 - UI/UX Leadership
 - Project Management
 - Digital Media Management
 - Sales
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PROFESSIONAL EXPERIENCE

SUMMIT MEDIA DESIGN, LLC, Castle Pines, CO

2017 – Present

Director of Creative and Development

Founded a multichannel marketing and creative strategy firm that delivers customized solutions. Drive live-action and motion graphics audiovisual production, responsive and hand-coded UI/UX design, brand identity design, platform web development, and product and headshot photography.

- Conceptualize and develop marketing and business development strategies to secure customers, grow business capabilities, manage financial assets, boost product quality, and more.
- Create and execute customer-focused communications strategies and interact with clients via phone, email, and text to schedule projects, address their unique needs, troubleshoot issues, and more.
- Deliver end-product approvals, product quality assurance, training, and technical support that align with client purpose, expectations, and creative products being produced.
- Designed a comprehensive brand book for presentations to prospective clients that outline available services.
- Produce creative deliverables for a host of contract clients with varying web development, marketing, advertising, media production, and digital media needs. Recent projects include:
 - Built a website from scratch for popular Denver Realtor Mark Rielly: denverhomeblog.com
 - Produced content for KO Environmental Solutions, including a website, logo, and photos: koenviro.com
 - Produced corporate identity package for Analytics and Insights Matter, including a website, logo, presentation templates, letterhead, email signatures, business cards, and photos: analyticsandinsightsmatter.com
- Creating a large-scale five-year master technology plan document for the City of Olathe, Kansas.
- Develop and implement marketing strategies via blogs, social media, and networking through MeetUp business groups, community associations, and other targeted outlets.
- Maintain an up to date and robust knowledge of innovative products and technology services and oversee the adoption, implementation, and maintenance of computer systems, software, invoices, balance sheets, and more.

NATIONAL CINEMEDIA, LLC, Centennial, CO

2005 – 2017

Media Operations and Technology Leader

Directed the production, creative operations, and project management of the company's \$460M annual FirstLook digital cinema advertising program seen by 700 million people in the United States and yielding a 98% likability rating. Led and mentored a talented 15-person post-production team in executing quality control analysis and creative services work touching over 26,000 client-produced advertisements annually.

- Built the division's IT infrastructure, enterprise communication systems, and operating and analytical policies that enabled the hiring of a 13-person in-house creative services team producing 2,000 motion graphics advertising spots annually, accounting for \$1.5M in ancillary revenue.
- Played a key role in driving stereoscopic 3D advertising growth from \$0 to \$50M in three years.

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- Saved a critical \$3M advertising account from cancellation by independently learning and implementing 2D-to-3D conversion initiatives while simultaneously saving over \$100K in outsourced vendor charges.
- Enabled a 136% year-over-year productivity increase by leading an IT infrastructure modernization effort.
- Researched and authored broad strategic business proposals, IT technical white papers, operating policy materials, quality control process documents, and training modules to continuously enhance communications.
- Achieved a 93% employee satisfaction rate after just four months of leading a 10-person client support services team as a result of improving communications and removing operational barriers.
- Additional Roles with NCM include VP of Media and Motion Graphics and Director of Motion Graphics.

NATIONAL CINEMA NETWORK, Kansas City, MO/Washington, D.C.

1997 – 2005

Creative Services and Operations Leader | Art Director

Independently built and presented a business growth strategy to executive management that launched an in-house creative services agency of AMC Theatres focused on advertising design, web development, corporate marketing communications, entertainment programming, and new media technologies. Researched and learned new technologies before training teams on their use and implementation.

- Built two additional design divisions following the success of the NCN that generated \$4M in sustained revenue.
- Directed a creative team in developing and coding an online media advertising approval system that improved work flows, reduced media approval deadline by three days, and eliminated \$1M in annual shipping charges.
- Served as Art Director and Operations Manager for AMC's MovieWatcher® Network digital advertising program, the Pre-Show Countdown® and On-Screen Entertainment® film programs, Movie Times® magazine publications and in-lobby, large format backlit display posters.
- Designed a client support production website that reduced phone support time by 76% while improving the overall customer service experience.

Additional Career Experience as Executive Director and Director of Operations with NCN, Marketing Coordinator with Congressional Yellowpages, and Cambridge Business Publications.

EDUCATION AND CERTIFICATIONS

Bachelor of Arts in Communication & Media Studies, Public Relations Emphasis, Marketing Minor
VIRGINIA TECH, Blacksburg, VA

Full-Stack Coding Bootcamp, UI/UX Focus
UNIVERSITY OF DENVER, Denver, CO

Leading Strategically: Executive Leadership Program
CENTER FOR CREATIVE LEADERSHIP, Greensboro, SC

ADDITIONAL INFORMATION

Speaking Engagements: 3D Advertising Panel Moderator & Speaker, The 3D Film Festival
Panelist & Presenter, Digital Hollywood Conference
Speaker, Association of National Advertisers Conference
Panelist, 3D Entertainment Digital Summit
Speaker, USC Film School Interactive Media Cinema Summit

Professional Awards: Awardee, Minneapolis Film/TV 3D University Seminar

Technical Skills: MAC and PC, Adobe Creative Suite 2018 (After Effects, Audition, Illustrator, InDesign, Lightroom, Media Encoder, Photoshop, Premiere Pro, Dreamweaver), Microsoft Office (PowerPoint, Word, Excel, Publisher), Full-Stack Web Development, HTML5, CSS3, Bootstrap, Materialize, JavaScript, jQuery, Moment.js, WordPress, Prototyping, Wireframes, Node.js, JSON, AJAX, MySQL, MongoDB, Google Analytics, SEO, Kanban, Github, Agile, Trello