

Michael Cully

Résumé

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PROFILE

Senior Creative Director - Project Manager with extensive experience in managing interactive media development projects, including website and mobile App user interface design, motion graphics / animation development and interactive training production for Fortune 500+ clients.

VALUE PROPOSITION

I'm a strategic thinker able to take a corporate initiative from start to finish with strong program management and technology solution integration skills. With a proven track record of success integrating industry knowledge, creative direction, media production and client management, this multi-faceted experience delivers a uniquely qualified and highly-skilled leader.

CORE COMPETENCIES

- Project Management
- Training & Instruction
- Profit & Loss Administration
- Program Development
- Performance Integration
- Self-Starter / Leader
- Employee & Vendor Relations
- Video Production
- Client Facing Experience

SUMMARY OF QUALIFICATIONS

- Ability to review, analyze and strategize solutions to critical issues, from multiple perspectives and develop strategies to achieve projected goals and objectives.
- A solid and comprehensive knowledge of technology solution integration and incomparably efficient in a fast-paced, deadline driven environment.
- Encompass powerful capabilities to meticulously evaluate employee skills upon assignment, as well as create, manage and analyze campaigns for successful application of innovative ideas.
- Extraordinary talent to direct projects, motivate and guide diverse teams to mutual goals and objectives as well as an inherent capabilities to manage various members as a diversity specialist.

PROFESSIONAL EXPERIENCE

Focus Partners, LLC - Lincolnshire, Illinois

Principal / Design Director & Senior Producer

Focus Partners has developed an easy-to-use collection of software tools, products & services to improve a company's profits, productivity and performance. It helps to increase sales, train employees and resellers, increase employee productivity, and generate loyalty from employees and consumers by integrating education & training with motivation & incentives into a single, integrated program. Clients have included: NAPA Auto Parts, Cosentino USA, Cardinal Health, Workhorse Chassis and W.W. Grainger.

- Responsible with partners for company operations, sales development and employee management
- Development of program effectiveness and business metrics modules (linking of programs to client LMS and CMS systems)
- Website development, SEO optimization, AdWord and KeyWord campaigns, database driven website design
- Program design, strategy development and vendor management
- E-learning program development for sales training
- Communication and marketing material development
- Video production & compression, animation design, Flash and streaming video creation

Highlights:

The programs have delivered client sales increases from 25% to 180%

VentureDNA- Lake Forest, Illinois

Creative Director & Senior Producer for Mobile App Development

VentureDNA has been at the forefront of strategy and technology consulting for nearly a decade. As a Creative Director for App Development, my role includes interfacing with clients to scope and outline the App specifications, develop the creative solution, user interface design and overall budget and timelines. Working closely with our development team, I manage the project development from start to finish, delivering excellent results, on-time and on-budget.

Highlights:

Custom development of B2B Mobile Applications which use geo-location and two-way video chatting for customer service and support.

Group C Solutions, Inc. - Lake Forest, Illinois

Principal / Interactive Creative Director & eLearning Developer

Group C has been a valued production arm for many interactive and eLearning developers over the last 10 years, providing the highest quality communication solutions. Mike Cully has extensive production capabilities in:

- Creative direction, project development and management
- Articulate Storyline, Articulate Studio, Adobe Captivate and all Adobe Creative Suite products
- Animation design and programming with Adobe After Effects
- Video directing, shooting and editing using Adobe After Effects, Apple Motion and Final Cut Pro
- E-learning program authoring and development
- Communication and marketing material development
- Video production & compression, animation design, Flash and streaming video creation

Highlights:

Our clients have access to a talented designer, animator, editor and project manager all rolled into one. We create solutions that are elegant and functional, delivered on-time and on-budget.

PVI Communications, Inc. / Exclaim Inc. - Arlington Heights, Illinois

Principal / Creative Director & Senior Producer

Cully & Associates merged with 2 other media firms to create PVI Communications, a marketing communications firm with over 40 employees. Implementing a strategy to re-brand their market position, PVI renamed their organization Exclaim in 2001. With revenues of \$12 Million per year, PVI brought together the power of Print, Video and Interactive program development to deliver turn-key marketing communication and e-learning programs for Fortune 500 clients.

- Responsible with partners for company operations, sales development and employee management
- Managed a direct staff of 10 designers and programmers for content development
- Developed budgets and managed programs for client programs reaching \$1M
- Responsible for developing cutting edge solutions to deliver cross-discipline programs
- Introduced and delivered "Lunch & Learn" seminars on technology changes in the field of communication, online marketing and education for Abbott Labs, Motorola and Cardinal Health staff
- Review and implementation of all hardware and software programs for the company, including training staff on its usage

Highlights:

Brought e-media development to PVI Communications, integrating with print and video production to deliver full service solutions to the diverse client base. Designed and managed the development of the highly successful Colonial Williamsburg e-commerce website. Designed and managed the development of the branding and user experience for the Motorola DocLink hospital management system. Coordinated the technology solutions and designed the interface for a global satellite meeting to 350 downlink locations for the Sr.VP of Motorola.

Cully & Associates, Inc. - Chicago, Illinois

Principal & Account / Creative Director

The focus was on interactive design, production and training for clients such as McDonald's, Andersen Consulting (currently Accenture), Foote Cone & Belding, Motorola and Lands' End Corporation. Managed a staff of 12 that used state-of-the-art computer equipment to deliver multimedia based programs, linking CD-ROM and Internet solutions to create highly effective education and sales training programs.

- Responsible for company operations, sales development and employee management
- First in Chicago to implement computer-based digital video editing
- Developed communication and e-learning programs using DVD and CD-ROM as media delivery vehicles

Highlights:

Developed and presented a unique multimedia presentation, linking video and the internet for Andersen Consulting senior executives at the Food Marketing Institute Conference in Berlin Germany. Worked with Lands' End senior design team on the initial design and branding for their e-commerce website

Post Effects - Chicago, Illinois

Design Director / Computer Graphics Manager

Design Director for Post Effects, known as one of the finest film and video production houses in the country. Managed a staff of 10 talented animators and designers. Responsible for high-end television commercial production for Foote Cone & Belding, Leo Burnett and J. Walter Thompson agencies and training programs for Motorola and NEC corporations. Developed the skills to be a successful producer/director, using knowledge of instructional design, video production and animation to deliver outstanding results for his clients.

- Client management, program budget and development responsibility
- Responsible for analyzing computer graphics market and recommendation of yearly hardware purchases of \$10M
- Designed and developed cutting-edge visual and technological solutions for clients

Highlights:

Designed and managed the development of the Siskel & Ebert show opening and overall theme. Won a Telly Award for outstanding program development for a Motorola field training program.

WORK SAMPLES

Visit: www.mikecully.com

EDUCATION

University of Illinois, Champaign/Urbana, Illinois — Bachelor of Fine Arts (BFA) in Graphic Design

SKILLS

Creative direction, program management/producing, design & animation direction/production, and online training development.

Software skills include: Photoshop, Illustrator, After Effects, Motion, Camtasia, Final Cut Pro, InDesign, Articulate Storyline & Presenter, Adobe Captivate, Microsoft Office, PowerPoint and Keynote.