

Michael McManis

Marketing Professional

Professional Summary

Award-winning marketing professional with over 12 years of experience creating impactful content strategies and multimedia campaigns that elevate brand visibility and engagement. Expertise includes video production, photography, social media management, SEO, and live event coordination. Recognized for launching innovative initiatives like industry-leading podcasts and enhancing workflows to drive measurable results. A collaborative leader with a proven track record in managing cross-functional teams, producing Emmy-nominated content, and delivering creative solutions that align with business goals. Passionate about blending technical expertise with storytelling to foster meaningful audience connections.

EXPERIENCE

Creative Works, Inc., Indianapolis, IN - Content Marketing Specialist

February 2021 - PRESENT

- Spearheaded content strategy, driving engagement through creative campaigns.
- Planned, created, and distributed engaging multimedia content across various paid and organic platforms, including videos, podcasts, blogs, emails, and social media.
- Shot, edited, and produced professional-grade video content, including voiceovers, VFX, and on-camera appearances.
- Developed email marketing campaigns and blog content to engage and educate target audiences.
- Designed and executed trade show marketing materials and digital campaigns, enhancing brand visibility and lead generation.
- Played a key role in planning and executing the bi-annual 3-day event, *Amusement 360*, which included multiple stage productions, venue coordination, sponsorship and speaker relations, and simulcast live streams.
- Coordinated event media coverage and liaised with local news outlets.
- Designed graphics and visuals using Adobe Creative Suite and Canva.
- Conduct in-depth content audits, identifying opportunities for improvement.
- Implement data-driven content strategies, leading to measurable increases in user engagement.
- Launched an industry-leading video podcast, *Memory Makers Podcast*

Tupelo Honey / ISC Sports Network, Indianapolis, IN - Freelance Production Crew

October 2017 - PRESENT

- Capture live sports events with precision, ensuring high-quality broadcasts. Collaborate seamlessly with the production team to deliver engaging content to viewers.
- Set up and tested equipment before events to ensure seamless production and troubleshoot technical issues.
- Maintained high standards of accuracy and professionalism under tight deadlines during live events.
- Operated replay systems (such as 3Play and DreamCatcher) to deliver instant replays during live sports broadcasts, enhancing the viewing experience for audiences.
- Operated professional-grade cameras to capture live game footage, ensuring optimal framing, focus, and composition.

Nexstar Media, Indianapolis, IN - *Lead Video Editor*

December 2014 - February 2021

- Emmy Nominated Editor for CBS4 and Fox59, two of the highest stations in the Indianapolis market (27th Nielsen DMA Ranking out of 210 Markets)
- Built, managed, and led a team of 12 video editors to edit over 66 hours of news content weekly.
- Consistently meet tight deadlines in a fast-paced environment. Contribute to successful live broadcasts, ensuring viewer satisfaction and retention.
- Streamlined post-production workflows, reducing turnaround times and enabling timely delivery of high-quality content.
- Fostered strong partnerships with producers, reporters, and production staff, ensuring seamless integration of fast, visual storytelling elements across diverse news segments.
- Review rundowns, scripts, and videos that have made AIR to ensure quality standards are met.

Learfield IMG (Formerly ANC Sports), Indianapolis, IN - *Video Board Operations Technician*

December 2014 - October 2021

- Operated and maintained LED video boards for all games and events
- Coordinated seamlessly with event producers, directors, and venue personnel to deliver engaging, real-time content and advertisement.
- Ensured seamless integration of live feeds and pre-programmed content during events, games, and matches.
- Implemented rigorous quality control measures, minimizing technical glitches and enhancing overall viewer experience during live events.

Buckeye Cable Sports Network, Toledo, OH - *Production Crew / Play-by-Play/Color Analysis*

September 2014 - December 2014

- Delivered dynamic play-by-play and color commentary for live sports broadcasts, enhancing audience engagement and providing in-depth analysis.
- Conducted in-depth research on teams and players, providing insightful color analysis that improved broadcast depth and audience understanding.
- Played a critical role behind the scenes of BCSN's *Sports Nightly* as part of the technical crew for the daily 30-minute show, running camera, floor directing, audio, and editing video content.

INTERSHIPS

Clear Channel Radio, 92.5 KISS FM, Toledo, OH - *Radio Broadcast Production Intern*

June 2013 - August 2013

- Gained hands-on experience in radio broadcasting, assisting with show production and audience engagement.
- Worked closely with on-air talent and production team, supporting live broadcasts and developing social media content to boost listener interaction.
- Proposed and implemented new ideas for listener contests and promotions, contributing to increased audience engagement during summer internship.
- Assisted in organizing and executing station events, helping to strengthen community presence and expand listener base.

National Collegiate Scouting Association, Chicago, IL - *Post-Production Video Production Intern*

January 2012 - February 2012

- Contributed to collegiate scouting initiatives, enhancing athlete recruitment processes by producing engaging highlight videos.
- Analyzed athlete performances to create targeted scouting reports, enhancing the efficiency of collegiate recruitment processes.
- Utilized new video production techniques, significantly improving athlete highlight reels' visual appeal and effectiveness.
- Partnered with scouts and coaches to align video content with specific recruitment criteria, boosting the relevance of athlete presentations.

EDUCATION

DePauw University, Greencastle, IN - *Bachelor's Degree*

August 2010 - May 2014

McCutcheon High School, Lafayette, IN - *Academic Honors Diploma*

August 2006 - May 2010

AWARDS

- **2x E.P.I.C Award Winner (2021 and 2023)** - "In recognition and appreciation of the way you embody our CORE Values - Excellence, Passion, Integrity, and Commitment" - *Creative Works, Inc.*
- **Employee of the Month for January 2018** - *Nexstar Media*
- **Gertrude and G.D. Crain Award** for most effective use of the facilities provided by the Eugene S. Pulliam Center for Contemporary Media - *DePauw University*
- **Kenneth Brooks Holland Memorial Award** in recognition for being a student-athlete who gives 150% on and off the field daily - *DePauw University Football Team*