



MICHAEL DURHAM

SENIOR MEDIA PRODUCER & BRAND DESIGNER

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PROFESSIONAL SUMMARY

Multidisciplinary creative professional with 20 years of experience across video production, motion graphics, branding, print design and digital marketing - including 3 years leading end-to-end video and podcast production for a national veterinary organization, and over a decade running a full-service creative and marketing studio. Skilled in filming, editing, motion graphics, brand and print design, on-camera hosting, and integrating generative AI into content workflows.

KEY ACHIEVEMENTS

HIGH-IMPACT VIDEO PRODUCTION

Produced 80+ videos annually for 1,000 hospitals, impacting 20,000 employees.

BUDGET OPTIMIZATION EXPERTISE

Managed production budgets, scopes exceeding \$100,000 for creative agency clients.

BROADCAST COORDINATION MASTERY

Coordinated 125-member crew for live multi-campus broadcasts reaching 20,000+ audiences weekly.

SUBSCRIPTION PRODUCT INNOVATION

Launched subscription product 'MyOilSite', acquiring 600+ small business clients.

CORE SKILLS

PRE-PRODUCTION AND CONCEPT DEVELOPMENT

AUDIO EDITING AND MIXING

TEAM LEADERSHIP AND CREW COORDINATION

SOCIAL MEDIA VIDEO CONTENT STRATEGY

GENERATIVE AI TOOLS INTEGRATION

MOTION GRAPHICS DESIGN AND ANIMATION

COLOR CORRECTION AND GRADING

SCRIPTWRITING AND STORYBOARDING

BRANDING AND VISUAL STORYTELLING

ADOBE PREMIERE PRO

AFTER EFFECTS

MEDIA ENCODER

ILLUSTRATOR

VIDEO PRODUCTION MANAGEMENT

FRAME.IO

PHOTOSHOP

INDESIGN

POWERPOINT

WORD

CANVA

PLAYPLAY

WORK EXPERIENCE

Mission Pet Health - Senior Media Producer

Aug 2023 - Present

- Direct and produce approximately 80 long- and short-form videos per year, full lifecycle from concept, scripting and storyboarding through filming, editing, motion graphics and final delivery, for a national veterinary organization supporting nearly 1,000 hospitals and roughly 20,000 employees.
- Direct video shoots and interviews on location and in-studio; personally select, set up and operate cameras, lenses, lighting, microphones, teleprompters and gimbals, with occasional travel across the United States.
- Shoot and produce live playback media and graphics for company-wide conferences ranging from roughly 100 to 2,200 attendees, coordinating run-of-show alongside events and AV teams.
- Own post-production end to end: editing, color correction/grading, audio cleanup and mixing, compositing, titles, motion graphics and multi-format mastering for web, social and in-person playback.
- Integrate generative AI (Google Veo 3, Seedance, Midjourney, Suno, ElevenLabs, Vmake, Imagen Video, FilmIt Studio, etc.) into the video pipeline for concept development, generative B-roll and image-to-video animation.

- Record, edit and publish company podcast episodes end to end. Manage production budgets, scopes of work and outside contractors.

designerMD - Creative Director / Owner

Jan 2012 - Aug 2023

- Led a full-service creative and digital marketing studio for clients of all sizes, delivering branding, WordPress website design, SEO, Google Ads, social media content, motion graphics, video, print design, sign design and social media advertising.
- Built and operated MyOilSite, a subscription product providing small businesses with websites, e-commerce, social media content and blog posts.
- Took multiple books from concept through full publication for client McLean Essentials, overseeing editorial development, design and print production.
- Took Thrive conference from concept to launch: branding, ticketing website, stage and venue design, and live session direction.

Church of the Highlands - Graphic & Motion Graphic Designer / Video Production

Aug 2007 - Dec 2012

- Operated and directed multi-camera live productions - camera, video switcher and program feed - for weekly services and conferences in front of large in-person audiences.
- Produced original video content, including in-service worship pieces and sermon recap videos, and operated the church's weekly live stream broadcast.
- Recruited, trained, scheduled and live-directed a volunteer production crew of 125+ across camera operation, video switching, graphics and on-screen lyrics.
- Managed production assistants across 7 additional campuses, standardizing live-production execution to deliver consistent weekend services to a combined in-person and online audience of 20,000+.
- Later transitioned into the creative department, designing After Effects motion graphics and on-screen media for in-service worship, sermon recaps, the weekly live stream, countdowns, lower thirds and stage screens.
- Designed and produced roughly 6 sermon-series brand identities a year, including title graphics, stage back-screen design, print collateral and bumper videos.
- Designed print marketing materials - including books, flyers, signage and announcement graphics - for church-wide campaigns and events.

EDUCATION

Auburn University, Auburn, AL - Bachelor's in Graphic Design, May 2001

MILITARY SERVICE

U.S. Army - Infantry Soldier. Honorable Discharge. Disabled Veteran.

VOLUNTEERING

Racing With Autism - Media Producer

2023 - Present

- Shoot, edit and produce race-day recap videos, motion graphics and social content from race footage.
- Design graphic social media posts to promote races, sponsors and team milestones, and design official branded merchandise.

Ady's Big Army - Associate Board Member

2015 - Present

- Helped launch Ady's Big Army, managing the brand launch of the main organization and its subsidiary programs.
- Built the charity's website to tell each child's story, capture donations and display real-time fundraising progress.