

Michael Ferstenfeld

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OBJECTIVE: Multi-disciplinary producer and performer seeking clients and collaborators in podcast, music, film, VR, virtual events, e-learning, game & app development, animation, theatre.

EXPERIENCE:

October 2019 - Present

Make Every Media, LLC

Founder / CEO / Producer

- Leader of a versatile and scaleable team of 3-12 media and tech wizards who can confidently and smoothly tackle any media-related project, from podcasts to films to interactive experiences in virtual realities, in-person or remotely
- **Pride in Local Music Festival** - Produced 90 minute film concert of 10 bands in Austin, TX and Nashville, TN
- **Hybrid Events** - Produced and tech directed multiple clients to host hybrid in-person / remote workshops
- **Austin History Center Association** - Produced Virtual Fundraising Event and 1-hr Hybrid Film Documentary, Play, Dramatic Recreation of the Arrival of the first steam train in Austin. A collaboration with the Austin Playhouse. Also tech directed the broadcast for fundraising event held on PayBee platform
- **IMAGO** - Produced Virtual Conferences for 200+ Relationship Therapists using highly customized Pheedloop Platform. Built team of live tech support experts to help attendees with onboarding and navigation.
- **aGLIFF Film Festival** - Produced 7 bumper and hosting films with hosting personality, Conchita
- **Podcast Hatchery** - Produced pilot episodes for local artists under contract with the Cultural Arts Division of The City of Austin Economic Development department.

March 2018 - October 2019

Haute Rock Creative / Haute Companies

Senior Media Production Manager

- Built multiple podcast series from the ground up for Fortune 500 Technology Clients like Dell
- Conducted Interviews, engineered, edited, and mastered for the first season
- Created workflow and built team of audio engineers and producers to scale for multiple podcast series
- Increased listenership from 0 to 92% adoption within tech company for flagship podcast
- Project Manager for podcast app development used for internal podcast deployment
- Director of Photography for multiple video projects
- Project Management Systems Liason

July 2014 - March 2018

ZACH Theatre

Digital Media and Marketing Communications Specialist

- Automation of daily systems and creation / maintenance of internal company WIKI that has optimized practices organization-wide. Organizing and leading regular workshops for Media / Wiki / Wordpress / Google Support.
- Creating and managing the creation of compelling audio and video content (spots, testimonials, documentaries, and animations) for television and radio, email campaigns, presentations/webinars, public relations and sales collateral. Also managing media buys with television stations.
- From creating and maintaining day-to-day website content to onboarding the organization to wordpress and managing a team of web liaisons from different departments
- From maintaining and updating SCALA software and touch screen lobby screen to migrating the system to an open-source solution, Xibo.
- Ensuring consistency of overall website look and feel, branding, navigation, and usability to ensure optimal website experience for the customer.

August 2012 - July 2015

PointAndClickStudios.Com (Contract Work)

Instructional Systems Design Specialist - E-Learning, Web, Video, and Game Dev Consultant

- **Teacher, Facilitator, and Audio/Video Specialist** - MerlinWorks School of Improvisation and Corporate Training.
- **Streamline Publishing** - Video Production Specialist: multi-camera editing, true color correction, Ken Burns style documentary editing, voiceover narration, DVD publishing, lighting, cinematography, & sound design
- **Compass Learning** - Assisted in porting Flash AS2 / AS3 web application and e-learning game through Unity 3D / Scaleform to work on iOS devices
- **WorkPlaceAnswers.Com** - Instructional Systems Design Specialist / Graphic Designer. Rapid Development template design for use in hundreds of courses across the US. Helped evolve processes to include graphical asset library and project management software.
- **Association of Finance and Insurance Professionals** - Instructional Systems Design Specialist. Utilized e-learning and SCORM expertise to redesign entire online compliance course and quizzing interface in Articulate Storyline for use with Articulate Online, Moodle LMS, iPads, iPhones, and Android devices.
- **SAGE Environmental Consulting** - continued website maintenance and updates
- **KinValley** - messaging system features for this social network alternative to Facebook and Twitter for families and close friends

May 2010 - July 2012

SimplyInteractive.Com

Senior Flash Developer / Senior Course Developer / SCORM Specialist / Project Manager

- Developed class library of e-learning tools, assets, and games for use across multiple courses, browsers, and devices. UI/UX design for a pioneering flash e-learning course player utilizing AS3, Flash Builder, FlashDevelop, the Model-View-Controller design pattern, a couple of open source libraries (bulkLoader and OSMF), and Subversion.
- Collaborated with team to establish standards of practice for design, development, and marketing strategy, establishing the use of an internal wiki, version control, and SCORM compliance (a collection of e-learning industry standards, allowing courses to communicate scores, progress, sequencing, and other user info to Learning Management Systems).
- Utilized Flash, JavaScript, Articulate, Captivate, and Unison's RapidIntake to develop browser agnostic courses for a variety of LMS providers (including but not limited to SumTotal, Moodle, Taleo, LRN, and PeopleSoft ELM) on desktops and mobile devices.
- Client liaison, assisting clients personally with deployment of e-Learning courses to learning management systems, and facilitating communication between instructional designers, graphic designers, video production specialists, SCORM specialists, animators, graphic designers, voice talent, and system administrators during entire product life-cycle, from conception, thru QA and revisions, to launch.

January 2009 - May 2010

AustinTexas.Net

Director of Operations

- Developer, digital strategist, and server administrator for over a hundred sites and micro-sites (flash, html, css, zencart, virtuemart, oscommerce, joomla, drupal, phpwcms, you name it) for mostly local Austin businesses.
- Created and managed copy, graphical content, and social media presence for these sites, updating content and technology, and hiring and managing teams of freelance designers and content writers when needed.
- Handled proposals and estimates for new websites, responding to RFPs and growing relationships with potential clients while maintaining existing client base.

Sept 2005 - May 2009

Independent Consultant

Developer / Animator / Editor / Videographer

- **Realtor.biz - Lead Flash Developer (Consultant)**
 - ActionScript 2.0 and 3.0 programming, XML, PHP, SQL, UI and UX design of web application for Realtors used to narrow down and choose print material templates from a large database, populate and customize the chosen templates, and then send completed flyers directly to printers and distributors. Interface used by hundreds of realtors every day, all over the country.
 - Also prototyped HD Virtual Tour Viewer (360* panoramas of houses) using Spi-V, a Shockwave / XML driven, hardware accelerated panoramic viewing engine. Designed parts in Photoshop and GIMP and implemented designs with XML programming.
- **HBMG Foundation** - Led team of artists, writers, and developers in creation of a classic "Point and Click Adventure Game" with casual gaming elements.
- **Minggl.com** - animation, sound mixing, programming, and design for simulated demo.
- **Ignite Learning** - animation, sound design, and game-development for online K-16 math courses
- **T-3 Marketing Solutions / GSD&M** - rich media development, animation; flash design and development of microsites, interactive catalogs, and animated banner ads for Chase Bank, Dell, Intel, Universal Studios, Marriot. Maintained micro-site for the Chase Freedom Reward Program. Maintained internal mediawiki knowledge base.
- **Forklift Danceworks** - directed and filmed a documentary about Austin choreographer Allison Orr's "Gondola Project," a cross-cultural modern dance project involving eight cavalier gondoliers showcasing their daily craft in the canals of Venice under Allison's direction.
- **All Access Today** - Advanced Actionsript Consultant / Game Developer for Moosehead Beers, Willie Nelson, Robert Earl Keen, Pat Green, Ray Wylie Hubbard, Ambient DSR sites.
- **The University of Texas at Austin K-16 Distance Education Center** - HTML, JavaScript, character animation, sound design, and development for online K-16 math courses.
- **Greene Family Camp Media Director** - camera work, editing, and animation for two two-hour video yearbooks. Taught several video production/design classes, and responsible for setup and striking of all AV equipment on campgrounds.

EDUCATION: B.A. Plan II Honors Program, University of Texas in Austin, May 2004

REFERENCES:

Shana Merlin

Owner, MerlinWorks School of Improvisation
(310) 562-9906

Rona Ebert

Art Director at ZACH Theatre
(512) 476-0541

Stephen Robinson

Chaplain at Seton Healthcare Family
(512) 626-6941

SKILLS:

- Digital Media** Adobe Creative Cloud - especially Premiere, After Effects, Audition, Photoshop, XD, InDesign, Illustrator, Dreamweaver, and Animate). Also: Avid, Final Cut, Reaper, SCALA. Publishing: Soundcloud, Apple Podcasts, Spotify, YouTube, Vimeo
- Development** C#, Swift, Objective C, Autodesk Scaleform; PHP, ASP, Perl, XML, SQL, Java, JavaScript, jQuery, CSS, HTML5, Django, Ruby, WordPress, Joomla, Drupal, Magento; Facebook&Google APIs, SEO / SEM; Flex/Flash Builder, flashDevelop, ActionScript 3.0, Director
- e-Learning** Captivate, Camtasia, Moodle, Articulate Storyline & 360, RapidIntake's Unison, SCORM compliant packaging, Toolbook, sumTotal, LRN, UI/UX Design, PowerPoint
- 3D** Unity 3D, AltSpaceVR, Unreal Engine, Sidequest, Lightwave, Sketch Up, trueSpace, Papervision, Maya, Second Life
- Project Mgmt** Wrike, Jira, Asana, Trello, Box, Dropbox, Frame.IO, Google Drive, Microsoft Office & Teams, Slack, Discord

HONORS:

B. Iden Payne Awards:

- Lead Actor in a Musical
- Lead Actor in a Comedy
- Best Featured Musician
- Best Improv Troupe (x2)

Award-Winning Films:

"South Paws"

- short biography piece*
- Cinematexas International Short Films- *Best in Show*
- "10 under 10" short documentaries
- Tulsa Overground Film Festival

"A Mobile"

- public service announcement*
- Flicker Film Festival - 2000 - *Outstanding Filmmaker*
- Fort Worth Department of Public Safety Video Fest - *First Place*

"Isaac D. Matthews, Jewish Carpenter"

- semi-autobiograph. adventure travelogue*
- Ripon Cinemaniacs - *Best Picture, Best Actor*
- Red Wasp Film Festival - *Outstanding Filmmaker*