

Michael DeRario

Creative Director | Storyteller | Producer

CAREER SUMMARY

SENIOR DIRECTOR FOR CREATIVE SERVICES

Georgetown University | 2021-Present

- Manage creative service departments: editorial, content strategy, video, photography, art/design and top-tier web development.
- Work with executive leadership & the Board of Directors to support university campaigns and strategic priorities.
- Collaborate with the Office of the President, Provost's office, Advancement and various schools in their creative/marketing initiatives.
- Establish strategic creative priorities & content strategy to produce quality branded content that animates Georgetown's global brand & values.
- Lead marketing initiatives in the promotion & management of the brand, brand development, aesthetic and visual identity - developed award winning campaigns *We are Georgetown & The Spirit of Georgetown*.
- Maximize efficiencies and production capacities to increase content and quality - more than doubled content production across all creative units and tripled the total views/engagement across content deliveries.
- Implement cross functional team leadership among creative teams, university partners & external contractors.
- Produce content shared across channels: web, social media, broadcast television, print, digital, interactive storytelling & immersive experiences.
- Strategize and execute communications plans including marketing campaigns, promotional communications, public relations, internal communications, public safety, and emergency management.
- Strategic management of creative business operations, analytics, financial management & resources maximizing creative quality and impact.
- Creative direct high profile signature events and live productions.
- Oversee *Georgetown Stories*: a student generated content series.
- Manage contracts and licensing for creative assets & intellectual property.

INTERNATIONAL CINEMATOGRAPHERS GUILD

Motion Picture/Television Asst. Camera Operator | 2011-2021

- Managed and oversaw the camera department to meet the technical challenges of feature filmmaking, television and commercial work.
- Worked for major studios & networks including Netflix, Amazon, NBC, HBO, Disney, Universal, Amblin Ent., Hulu, ABC, Sony, & Dreamworks.
- Assisted Director and Director of Photography to develop and maintain the visual aesthetic across all cinematic operations during filming.
- Managed crew, logistics, and equipment working with producers, cinematographers, production managers & department heads.
- Complete list of motion picture & television credits at [IMDB](#).

CONTACT

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ACADEMIC HISTORY

MA, MEDIA, COMM. & VISUAL ARTS | 2011

PACE UNIVERSITY - NEW YORK

Cumulative Index: 4.0, Recipient of Outstanding Graduate Student of the Year Award

BBA, MARKETING | 2009

PACE UNIVERSITY - NEW YORK

Concentration in Advertising and Promotion
Minor in Media & Communications Arts
Summa Cum Laude, Cumulative Index: 3.91
Recipient of 2009 Trustees Award

PROFESSIONAL DEVELOPMENT

MAINE MEDIA WORKSHOPS & COLLEGE

Advanced Digital Cinematography
Camera Assisting For Motion Picture

STEADICAM TIFFEN CLASSIC WORKSHOP

Instructed by Garrett Brown, inventor of Steadicam

AREAS OF EXPERTISE

CREATIVE DIRECTION

Cross-Functional Team Management
Branded Storytelling
Content Development
Strategic Thinking & Execution
Product and Brand Management
Visual Identity
Video Production Management
Photo Production Management
Project Management / Asana
Graphic & Website Design

CINEMATOGRAPHER & STEADICAM OPERATOR

FREELANCE | 2009-2021

- Freelance cinematographer with specialization as Steadicam operator.
- Camera operation experience in documentary, commercial, narrative, single-camera production, studio, broadcast, and live production.

SEGMENT PRODUCER

NBC UNIVERSAL | 2012-2013 | Freelance

- Produced weekly segments for NBC programming including: *Open House NY, George to the Rescue, Talk Stoop, NY Live.*
- Researched, booked/interviewed guests, wrote scripts, filmed and edited show segments.

PRESIDENT & OWNER

TAKE FLIGHT PRODUCTIONS INC. - NEW YORK, NY | 2009-2021

- Managed small full-service production company as executive producer on projects for a portfolio of clients.
- Developed and delivered content including commercials, marketing, narratives and documentaries.

ADJUNCT PROFESSOR: FILMMAKING & MEDIA PRODUCTION

PACE UNIVERSITY - PLEASANTVILLE, NY | 2010-2016

- Instructed narrative production, documentary production, producing, screenwriting, cinematography, lighting, camera operating and editing.
- Contributed to launch and developed curriculum for new majors, Digital Cinema & Filmmaking and Digital Journalism.

DIRECTOR OF MEDIA, COMM & VISUAL ARTS CENTER

PACE UNIVERSITY - PLEASANTVILLE, NY | 2012-2016

- Promoted to Director after completing expansion of the Arts Center.
- Oversaw operations of the Arts Center ensuring a welcoming learning environment to support the applied educational experience.

ONLINE MEDIA PRODUCER

PACE UNIVERSITY - NEW YORK, NY | 2009-2012

- Created content to support enrollment and marketing goals.
- Developed online videos, photography and designs to promote university brand and increase website/social media engagement.
- Developed social media strategy and web content strategy.
- Received two Gold Awards from the National Association of Collegiate Marketing Administrators for marketing campaigns.

NONPROFIT/HIGHER EDUCATION

Mission Driven Communications
Higher Education Marketing & Communications
Academic storytelling
Branded Content
Higher Ed Administrative Experience
Enrollment Marketing
Visual Identity

VIDEO/FILM PRODUCTION

Production Management
Story Development
Digital Cinema Camera Specialist
Steadicam Operator
Motion Picture Lighting
High Speed Photography
Wide & Large Format
Underwater Photography
Editing
Adobe Creative Suite
Avid
Final Cut Pro
After Effects Motion Graphics
Still Photography
Drone Operation
Camera Remote / Stabilization Gimbals

AWARDS

CASE AWARDS

Best of District II Awards: Video
Commercials - "*We are Georgetown*"

Best of District II Awards: Storytelling
"*The Spirit of Georgetown*"

NACMA AWARDS

2012 Gold Award - Video Promotion
Pace University

2012 Gold Award - Student Promotion
Pace University