

# Michael (Mic) Cooney

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## EDUCATION

**Linfield College, McMinnville, OR**  
**B.A., Mass Communication**

**May 2016**

- Emphasis on Video Production and Content Creation

## TECHNICAL SKILLS & PLATFORM KNOWLEDGE

- Adobe Creative Cloud
- Adobe Premiere
- Adobe After Effects
- Adobe Photoshop
- Adobe Audition
- Microsoft Office
- Scriptwriting
- Graphic Design
- Motion Graphic Design
- Audio Design
- Videography
- Photography
- Video and Photo Editing
- Motion Graphics Design
- Broadcasting

## EXPERIENCE

**Expedia, Seattle, WA**

**Email Producer / Database Marketing Manager (Contract)**

**September 2020- Present**

- Build weekly Reengagement and Discovery emails to over 40 million people worldwide to drive traffic to Expedia's website using Expedia's in-house CRM platform
- Schedule and deploy emails as well as monitor and resolve deliverability issues
- Work with creative and merchandising teams to proof email quality and accuracy of weekly emails
- Develop A/B tests to determine most effective copy content

**T-Mobile, Snoqualmie, WA**

**Video Producer (Contract)**

**July 2019- August 2020**

- Wrote scripts, storyboarded, directed, filmed, and edited videos promoting company-wide events and trainings as well as website, tools and software launches
- Designed 2D motion graphics for logo intros, show opens, lower-thirds, and animated promotion videos
- Pitched scripts and video projects to clients and department managers
- Collaborated with graphic designers and project managers to ensure all creative content is on-brand with T-Mobile internal guidelines
- Worked closely with project managers, instructional designers, and subject-matter-experts to develop strong video content that meets both training and legal needs
- Planned and developed production sets for interviews, promotional footage and corporate events
- Conducted interviews with senior leadership team members for training and highlight videos
- Wrote video and voice-over scripts for training and promotional videos
- Set up, directed, and edited live-broadcasts of trainings, all hands meetings and Ted Talk style presentations
- Organized camera and lighting setup for monthly live-broadcasts with T-Mobile's CIO

**Geek Squad, Issaquah, WA**

**Consultation Agent**

**November 2018- July 2019**

- Partner with clients to identify and diagnose problems with their devices and develop solutions that meet their needs
- Performed client education on the use of different technology in their lives
- Demonstrated successful repairs and ensure that clients are satisfied with the results

**OnlineNW, McMinnville, OR**

**Marketing Manager and Web Designer**

**September 2017- August 2018**

- Wrote, filmed and edited videos for social media and marketing campaigns
- Created web pages, managed and optimized website to improve customer experience and drive traffic
- Developed and implemented strategies for marketing campaigns and internal communication to help promote sustainable company growth
- Taught, managed and coordinated marketing team members on blogging and social media publications
- Created content for social media, web, print publications and print campaigns

**Social Media Manager - Innovate Dayton**

**June 2017- August 2018**

- Wrote, published and promoted stories using social media
- Interviewed community members, draft and post blog posts highlighting achievements and developments of Innovate Dayton as well as its corporate and non-profit partners
- Trained and managed social media content creation team
- Created video stories featuring community member's stories

**Social Media Intern**

**June 2017- August 2017**

- Managed and developed social media accounts through data tracking and activity
- Created social media posts and blog posts for marketing
- Managed community relations
- Optimized accounts to drive traffic and increase ROI

**M.C. Productions, McMinnville, OR**

**Video Producer, Owner**

**September 2016- April 2018**

- Created marketing videos for companies
- Worked with clients to develop videos, identifying the goals, drafting the scripts and set the project plan
- Organized and managed film shoots, including hiring crews/talents
- Created and managed M.C. productions website

**Best Buy, Hillsboro, OR**

**Verizon Expert**

**July 2016- March 2017**

- Assisted with opening and closing of mobile department
- Assisted customers and addressed questions about Verizon phone plans
- Handled cash and credit transactions
- Ensured department is clean, organized and downstocked
- Identified customers needs and suggest solutions accordingly
- Researched latest phones, problems and plans to help inform customers