

Michael Wekall

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Video Production Leader

- Developed the Storytelling Script Process, a repeatable method turning a client's big ideas into stories that convert. It increased yearly projects by 40%, with clients ranging from national nonprofits to a billion dollar fiber internet company.
- Shaped annual fundraising storytelling for global initiatives and raised \$1.5 million a year through video campaigns.
- Directed live multi-venue Sunday broadcast for 10 years, coordinating cross-venue timing with 7 to 8 people in the room, calling shots and switching so both venues stayed in sync on screen.

WORK EXPERIENCE

Backyard Creative

Atlanta, GA

Story first video studio, small on purpose, running 2 to 3 active clients at a time, from national nonprofits to a billion dollar fiber internet company.

Founder and Production Lead • Full-time **11/2022 - Present**

- Designed the Storytelling Script Process for taking a client's unshaped material to a finished story. It increased projects by 40% in one year.
- Created 3 AI tools to work alongside the Storytelling Script Process. This took average turnaround time on video projects from 3 days to 3 hours.
- Conceived the "Ripples" campaign for Radical Mentoring. Built it into a 2 year long campaign including a founding story film, podcasts, and explainer videos.
- Directed a fundraising campaign for the Boys and Girls Club of Atlanta, shaping the donor facing videos, which raised \$50,000 in a month and funded a one day community playground build.

Pullspark

Atlanta, GA

Live Production Project Manager for the International Maxwell Conference

Project Manager • Full-time **05/2022 - 07/2022**

- Managed creative for a John Maxwell event of \$500,000 or more with 8,000 attendees across multiple venues, coordinating 13 stakeholders through to delivery.
- Led a 6 person video team through 3 event films in 3 months, delivering on time for the IMC event in Orlando.

Johnson Ferry Baptist Church

Atlanta, GA

Director of Video Production at 5,000 member organization, video team of 3 full time staff, owning the video production, with a roughly \$150,000 a year production budget.

Director of Video Production • Full-time **08/2012 - 05/2022**

- Led creative direction, video production and live production including brief writing, standards, and review. Delivered 100+ videos a year across documentary, event, promo, and live formats.

SKILLS

Hard Skills: Creative Direction and Strategy, Brand Storytelling, Content Strategy, Production Operations, Project Portfolio Management, Resource Planning, Rights Management and Releases, Generative AI Content Production, AI Assisted Video Editing, AI Workflow Automation, Prompt Engineering, DaVinci Resolve, Adobe Creative Suite, Basecamp, Monday.com, Claude, ChatGPT

Soft Skills: Project and Team Leadership, Executive Communication, Managing Competing Priorities, Continuous Improvement, Team Development and Training

Interests: Movies (Raiders of the Lost Ark is my all-time #1), Board games (currently designing my own), 3D printing and CAD tinkering

VOLUNTEERING & LEADERSHIP

Johnson Ferry Baptist Church

- Partnered with 15 different teams over 10 years, working to establish and create creative content ranging from videos, live events, and marketing.
- Established the team's intake and project process from scratch where no system existed, introducing Basecamp and Monday. It allowed the team to increase video output by 50% weekly.
- Directed the church's live Sunday broadcast on contract after leaving staff in 2022, running 2 to 3 Sundays a month, extending a decade of live direction into a continued engagement.
- Directed and edited an annual Christmas concert for 8 years on two television stations, turning it into a broadcast ready show in a week.

Interim Communications Director

09/2021 - 12/2021

Ran the Church's entire communications platform, held concurrently with the Director of Video Production role.

- Led the organization through a new Vision and Mission campaign, directing a cross functional team of designers, project managers, and videographers to a single delivered message.

Syrup Marketing

Atlanta, GA

First video and content creator for the marketing company

Interactive Content Producer • Full-time

06/2010 - 08/2012

- Worked with multiple clients over 12 months, developing the narrative and format for each, driving an average 25 percent increase in client engagement.
- Directed 10+ social media campaigns a quarter across the digital channels Facebook, Twitter, and WordPress, setting the creative approach for each channel and delivering on a quarterly cadence.

A Hug from Taylor Swift

Auburn, AL

A self-created viral campaign with one goal: get a hug from Taylor Swift.

Creator

01/2010 - 04/2010

- Created and ran a zero budget, 3 month, multi platform campaign, reaching 2M plus views and national TV coverage. And we got that hug.

08/2022 - Present

Deacon and Volunteer • Marietta, GA

Deacon at local church, and continue to direct live services at the church 2-3 times a month.

EDUCATION

Bachelor's in History

Auburn University

Auburn, Alabama

08/2006 - 05/2010