

CAREER SUMMARY

Heron Consultancy: *Founder*

2016 - Present

Heron was founded by Michael Beller to creatively collaborate with foundations, non-profits, education, and cause-related efforts by brands on meaningful storytelling via ROI-based content strategies and visual asset development.

Beller's approach is to work directly with organizations to gain clarity on their goals, successes, challenges, and resources. The focus is on discovering new ways of growing organizations' metrics and KPI's, while not losing sight of the importance of true human connection with their communities. A key area of expertise is working across various groups at an organization to avoid siloing, and rather to align and share in the inspiration and process of creating special, impactful work.

- Collaborated on programming with Boys & Girls Clubs of Richmond to build confidence and life skills for youth, their families, and administrators by realizing fresh curriculum for multi-year growth of the organization. The Teen Center in Richmond is one outcome of this work.
- Scripted and produced fundraising and content marketing videos for University of Virginia Advancement focusing on the interrelated stories of alumni, teachers, donors, and students making differences in each other's lives
- Developed and deployed digital content and communications strategy makeover for the Menokin Foundation, including training staff on best practices for cross-team collaboration to drive growth metrics
- Produced training module video series for Californians Dedicated to Education to foster collaboration between policy makers, teacher unions and administrators that had been historically siloed
- Created visual assets with Roots of Music, New Orleans for web, social media, and collateral by embedding with the organization for ten days to photograph and conduct video interviews with students and staff

Menokin Foundation; *Director, Digital Initiatives, Marketing, and Communications*

2021 - 2024

- Pivoted Menokin's digital strategy from stalled archival-based approach to a human story-centric focus reflecting the vibrant communities Menokin serves via blogs, new web site, video series, webinars, and resource alignment
- Collaborated with Development team and Board of Trustees to connect Menokin's mission and vision with the aspirational goals of donors and foundations through stories focused on shared values
- Authored winning grants to support Menokin programming from the Virginia Tourism Corporation among others
- Delivered social media campaigns rooted in conversations with followers via serialized storytelling, strong visual assets, and themed development campaigns resulting in triple digit increases in engagement metrics
- Facilitated press in national and regional outlets, including pivotal *Wall Street Journal* article
- Supported the Menokin Descendant Collective, a group of over 100 modern descendants of the enslaved persons at Menokin, by providing frameworks for storytelling, digital assets, recruitment tactics, and grant writing
- Delivered online brand guide including audience sentiment analysis, style guide, press kit, glossary
- Produced "In the Glass" video series exploring Menokin's relevancy in our culture today; highest views on website
- Negotiated and executed paid marketing campaigns and co-marketing partnerships

CONTEND, LLC; *Vice President, Content Partnerships and Marketing*

2014 - 2016

Contend is a content creation and distribution studio, producing video programming, VR, and experiential content strategies for Fortune 500 brand advertising and marketing campaigns.

- Led team to secure distribution and co-marketing partnerships with Facebook and Verizon
- Negotiated company's largest contract with Sperry for brand refresh via global marketing campaign featuring social media influencers
- Secured video projects from NBC and other media clients totaling over \$2 million in incremental revenue

TEN: The Enthusiast Network; *Vice President, Brand Development, Emerging Media*

2011-2014

TEN is a digital and print publisher of over 50 brands, including *Motor Trend*, *Hot Rod*, and *Surfer*. TEN was sold in 2015 to Discovery Networks.

- Owned P&L and managed developers and UI/UX designers for emerging media division of company
- Established partnerships with Apple and Google, for adoption of TEN native apps and mobile web content
- Built scaled TEN social media network by connecting individual brand feeds where metrics bore out similar audience profiles, facilitating larger advertising commitments from Fortune 500 brands

Sony Music Entertainment; *Digital Content Consultant*

2009 - 2011

- Developed co-marketing and content partnerships to deliver Sony Music Entertainment campaigns on Facebook, You Tube, Apple, and parent Sony affiliate networks
- Produced and secured sponsorship from Toyota for Sony Music's first artist biopic campaign on You Tube
- Liaison with senior management to foster collaboration between Sony A&R, marketing, and retail divisions on new release and event marketing channels to optimize marketing budgets

BrightRoll, Inc.; *Director, Advertising and Marketing*

2008 - 2009

Brightroll was a first to market video ad and content network that became the largest distributor of short form video marketing in the industry. Brightroll was acquired by Yahoo in 2014 for \$240 million.

- Joined original 13-member team that generated \$2.5 million in revenue in first 6 months
- Launched, staffed, and managed regional budget and P&L responsibilities for Los Angeles office
- Secured revenue commitments from Lionsgate, NBC, Toyota, Intuit, Jaguar, and Ford
- Leveraged Google Analytics and Quantcast to secure distribution partnerships with MSN and Yahoo

Source Interlink Media; *Western Digital Manager*

2005 - 2008

- Packaged and secured digital sponsorships for *Skateboarder*, *Hot Rod*, *Lowrider*, and other media brands
- Secured \$20 million in content sponsorship commitments from Microsoft, Samsung, Ford, GM, and Activision

ABC Television; *Senior Director, Marketing*

2000 - 2003

- Key member of ABC team that drove network to #1 ratings position in dramatic one season turnaround
- Spearheaded broadband video efforts on ABC.com in tandem with live events and linear programming to extend reach of core assets and generate \$3.5 million in new sponsorship revenue for parent Disney.

Prior 2000: Executive positions held prior to 2000 included Director of Content Partnerships at **Engage Media**, National Promotions Manager at **Citysearch**, Interactive Marketing Manager at **AOL**, and Manager, Network Marketing and Promotion at **NBC**.

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- Education: B.A., University of Virginia; Academic honors (1989)
 - Appointments: Board of Directors, Los Angeles Education Partnership (2014-2017)
 - Exhibited documentary photographer – work and personal portfolio at www.mikebeller.com