Michael Beller

Richmond, VA | msbel@mac.com | 949-246-9253 | LinkedIn

Executive Profile

Senior brand and marketing strategist with a career spanning media, technology, entertainment, and nonprofit organizations. Builds audiences, creates digital products and commercial partnerships, and connects brand strategy with revenue growth.

Experience includes launching advertising-supported digital products, negotiating multimillion-dollar commercial relationships, building social media networks, and executing integrated marketing campaigns and original programming.

Brings a willingness to challenge conventional thinking, identify overlooked opportunities, and turn ambitious ideas into practical, measurable results.

Selected Experience & Impact

Source Interlink Media | Digital Innovation & Commercial Growth
Originated the company's first coordinated social media network across approximately 50 enthusiast-media brands, creating new opportunities for targeted advertising and sponsorship. Oversaw mobile product initiatives through the MediaWorks division, including a tire-visualization application deployed across Toyo Tires' dealer network that helped expand an existing multimillion-dollar advertising relationship.

BrightRoll | Online Video Advertising & Market Development
Established BrightRoll's Los Angeles market presence during the early expansion of online video advertising. Collaborated with product teams to develop first-generation geo-targeted video advertising units for automotive and entertainment clients. Secured $1.5 million in advertising and custom promotional commitments within six months from clients including Toyota, NBC, Jaguar, and Lionsgate.

AOL | Digital Programming & Sponsorship
Created and launched brand-supported live online programming, including Oldsmobile Celebrity Circle, a celebrity chat series generating $1.2 million over two seasons. Other initiatives included the Warped Tour sponsored by Tower Records and a live Victoria's Secret seasonal reveal. Together, these programs generated approximately $2 million in sponsorship revenue and helped establish branded content models later expanded through AOL Live.

UVA Advancement Communications | Fundraising & Storytelling
Created and directed a video storytelling series connecting donors and students through their shared commitment to educational access. The series replaced conventional promotional messaging with personal narratives and was featured at major fundraising events and used by the University President to promote the institution.

Menokin Foundation | Brand Strategy, Communications & Audience Growth
Replaced conventional institutional announcements with a human-centric storytelling approach across digital and traditional channels, driving triple-digit audience engagement growth and incremental donor and grant revenue. This approach included data-driven social media campaigns rooted in topics that resonated with followers and the video series “In the Glass with Menokin,” which surfaced new insights through dialogue about Menokin’s Glass House Project and the Menokin Descendant Collective.

Professional Experience

The Heron Collaborative | March 2016–Present
Founder & Principal
Operate an independent consultancy specializing in brand strategy, original content, and creative direction for clients including the University of Virginia, UVA Health, Californians Dedicated to Education, and Boys & Girls Clubs. Each initiative begins with finding the human stories that connect an organization's purpose to a broader audience, strengthening institutional identity, building relationships, and supporting fundraising.

The Menokin Foundation | July 2021–July 2024
Director, Marketing & Digital Initiatives | January 2022–July 2024
Independent Consultant | July 2021–January 2022
Established and led Menokin's marketing and communications function, setting strategic direction and building digital capabilities where few had existed. Worked with staff to implement programs, develop internal skills, and establish repeatable communications processes. Directed digital content and original video productions, developed an organization-wide brand guide, and secured coverage in The Wall Street Journal and other media outlets.

Contend | 2014–2016
Head of Emerging Technologies | Business Development
Negotiated revenue-generating digital content partnerships with clients including NBC, Verizon, Tribune Corporation, and Sperry. Connected brands with established personalities and their social audiences through emerging influencer marketing strategies, including the production and distribution of episodic video series across digital platforms.

Source Interlink Media (Motor Trend, Hot Rod, Surfer) | 2011–2014
Vice President, Brand Marketing and Development
Previously: Vice President, MediaWorks and Emerging Media
Led brand development and digital strategy across approximately 50 enthusiast-media brands. Brought editorial, sales, creative, and technology teams together to develop integrated programs for major advertisers. Led teams developing iOS and Android applications for Motor Trend, Truck Trend, and other company properties. Served as the company's designated liaison to Apple and Google, securing featured placement for branded applications in the Apple App Store and Google's Android Market.

Led marketing launches for original digital programming, including Hot Rod TV, a celebrity-driven online gaming publication, and MSN content integrations.

BrightRoll | 2008–2009
Director, Advertising and Marketing
Established, staffed, and managed BrightRoll's Los Angeles office, building agency and advertiser relationships, developing new business, and negotiating recurring-revenue partnerships with West Coast entertainment and automotive clients.

Primedia, Inc. | 2005–2008
Manager, Digital Sales
Created and sold digital advertising programs and commercial partnerships for enthusiast-media properties, securing six- and seven-figure annual advertising commitments from automotive manufacturers and gaming clients, including Electronic Arts and Sony PlayStation.

Disney Entertainment | ABC Television | 2000–2002
Director of Marketing
Executed network marketing partnerships and cross-divisional promotional campaigns, including Who Wants to Be a Millionaire, The Drew Carey Show, and other ABC programming. Sourced Coldplay’s “Yellow” for ABC’s 2000 season launch, contributing to ABC’s rapid growth in network ratings.

AOL | 1994–1997
Manager, Interactive Marketing
Joined AOL's original content sponsorship team, developing and selling custom entertainment-focused branded programming for major advertisers including General Motors, Tower Records, Victoria's Secret, and JCPenney. Worked across programming, production, and sales to create integrated sponsorship opportunities and establish commercially viable advertising formats for an emerging online medium.

NBC | 1989–1994
Manager, Network Marketing and Promotion | 1990–1994
Developed network promotions and advertiser sponsorship programs across broadcast and emerging digital media, including the Seinfeld Comedy Tour and the launch of Late Night with Conan O'Brien. Led the marketing campaign for NBC.com's launch, collaborating with early digital content producers to create sponsor-driven online promotions. Partnered with NBC Sales to develop custom advertiser programs and incremental revenue opportunities surrounding major network programming, the Olympics, and annual upfront advertising commitments.

NBC Page | 1989–1990

Early Career

Beacon Networks | Engage Media | Citysearch

Board & Leadership

Board Member, Los Angeles Education Partnership