

MIKE BONHEIM

Executive Creative Director & Strategist

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🌐 www.barnburnercreative.com

✉ mbonheim@barnburnercreative.com

📍 Greater NYC Area

PROFESSIONAL EXPERIENCE

BARNBURNER CREATIVE, *Freelance Creative Director & Strategist*

📅 01/2018 – Present 📍 Ridgefield, CT

- Led client and agency teams through all stages of cross-format marketing campaigns from initial proposal to final production
- Key wins: Marriott International, Marsh & McLennan, ERA Real Estate, Altria, CarpetOne, Flooring America/Canada

BARNBURNER SPORTS MARKETING, *Head of Creative & Strategy*

📅 08/2015 – 12/2017 📍 Ridgefield, CT

- Co-founded and led creative agency: live events, experiential marketing, sports marketing, strategic communications campaigns
- Key wins: Google, FanDuel, Omnicom, USA Rugby

ASJ PRODUCTIONS, *Lead Creative Director & Executive Producer*

📅 07/2007 – 07/2015 📍 Morris Plains, NJ

- Creative Lead and Executive Producer of event marketing campaigns for premiere luxury brands and Fortune 500 clientele
- Key wins: GE, Home Depot, Citigroup, Blackberry, Omnicom, Oracle, ESPN, Unisys, Audi, BMW, Revolt Network, Fuse Networks, Merck, AstraZeneca, Allergan, Actavis, GlaxoSmithKline

CENDANT/REALOGY CORPORATIONS, *Sr. Manager, Event Production*

📅 06/2004 – 07/2007 📍 Parsippany, NJ

- Developed in-house creative capabilities for significant budget savings
- Defined strategic objectives and developed creative design of large-scale events, conferences and conventions for international real estate, hospitality and financial franchisors
- Pre-site & on-site supervision of production teams, video crews and audio-visual providers

ASSOCIATED BOOKING CORPORATION, *Concert Booking Agent*

📅 12/2002 – 05/2004 📍 New York, NY

- Head agent for southeast US territory
- Sourced buyers, negotiated contracts and managed all presite performance agreements
- \$2MM confirmed earnings in 2003

SUMMARY

Executive-level marketing professional with experience leading teams through communications strategy, overarching creative design, content development and execution of 360° B2B and B2C experiential and event marketing campaigns.

Additional experience in concert booking, record label publicity and music production.

EDUCATION

University of Rochester, Rochester, NY
B.A. Brain & Cognitive Sciences

SKILLSET

- Creative & Communications Strategy
- Executive Production
- Creative Ideation & Direction
- Copywriting & Speechwriting
- RFP response
- B2B & B2C Communications & Marketing

TECHNICAL SKILLSET

- Adobe Photoshop (Graphic Design)
- Adobe Premiere (Video editing)
- Adobe Audition (Audio Editing)
- Mastery of MS Office Suite, including PowerPoint
- Audio recording, editing & mastering
- Functional understanding of most video, animation, staging and display technologies

VOLUNTEERING

Upper Saranac Lake Association *Board of Directors*

The USLA is dedicated to the environmental preservation and community development of the Adirondack Upper Saranac Lake watershed region.

Ridgefield EDC "Incubator Without Walls" *Board of Directors*

Providing mentorship for nascent and small businesses in the Ridgefield, CT area.

Ridgefield Education Foundation *Board of Directors*

Working to bring advances in educational technology to area schools.