





MIKE MALEY

CONTENT LEADER WITH A PASSION FOR COMMUNITY BUILDING

CONTACT

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EXPERTISE

- Creative + Content Direction
- Project + Team Management
- Community Building
- TV + Digital Content Production
- Audio + Podcast Production
- Creative + Content Strategy
- Client/Partner Management
- Budgeting + Pre-Production
- Data Analysis
- Social Media + Brand Marketing
- Implementing Systems, New Tech, and Team Processes
- Adobe, Google, Apple, Microsoft, Asana, Notion, Trello Softwares

ABOUT ME

- Certified Personal Trainer (ISSA)
- Trained in Vipassana & Transcendental Meditation
- Certified Rescue SCUBA Diver
- Obsessed with Dogs
- Chicago Sports Fanatic

EDUCATION

Bachelor of Arts

Vanderbilt University (2010-2014)
English Literature Major
Biology Minor
(Pre-Medical Student)

SUMMARY

Innovative Emmy-award winning Producer, Content Director, and Head of Production. Experienced supervising and directing interactive media for TV, podcasts, marketing, e-learning, live events, therapy, and more.

Most recently oversaw Content Direction for [Real](#), a therapy app reimagining mental healthcare. Previously ran Content Production and Strategy for [Cluey](#) (a startup empowering conscious consumers), and led Production for Joseph Gordon-Levitt's creativity app HITRECORD, owning the planning and execution of all content.

After company layoffs, now looking for a new home to bring my expertise and passion for building content teams.

WORK EXPERIENCE

REAL

Los Angeles, CA (Feb 2023 – Oct 2023)

CONTENT DIRECTOR (Feb 2023 – Oct 2023)

- Directed and defined audio content creation process for innovative therapy app aiming to redesign mental health care through a digital platform
- Wrote, recorded and directed 100 short and longform therapeutic audio content with team of clinicians
- Pitched, developed and launched 10 new innovative show formats on the Real app
- Collaborated with VP of Content to craft, execute and evolve holistic content strategy
- Partnered with data, marketing and product teams to develop content prioritizing company goals
- Sourced 25 diverse community voices by conducting audio interviews, and pulling themes and stories

Cluey

Los Angeles, CA (Oct 2022 – Feb 2023)

DIRECTOR OF CONTENT STRATEGY (Contract) (Oct 2022 – Feb 2023)

- Reported to CEO of conscious consumer startup, crafting holistic content strategy for the brand
- Launched and owned content initiatives including a podcast, marketing content, publishing and more

HITRECORD

Glendale, CA (June 2015 – May 2022)

DIRECTOR OF PRODUCTION (June 2020 – May 2022)

- Reported directly to the President, running Production and supervising all aspects of content creation across the company, including branded, licensed and new e-learning subscription product
- Oversaw a team of 15+ producers, editors, animators, designers and musicians on productions
- Developed brand marketing and content strategy by performing data analysis on user behavior
- Served as a Department Head, collaborating with the Executive Team on company-wide OKR planning
- Lead Producer on Emmy-Winning show CREATE TOGETHER with YouTube Originals
- Owned the planning, budgeting and calendars for entire production slate
- Developed, pitched, produced and launched digital campaigns in collaboration with a worldwide community of artists, including 3 separate multi-million dollar brand campaigns with LG

Additional Roles at HITRECORD:

PRODUCTION SUPERVISOR & LEAD PRODUCER (January 2019 – June 2020)

PRODUCTION MANAGER (December 2017 – December 2018)

PRODUCTION COORDINATOR (January 2017 – December 2017)

EXECUTIVE ASSISTANT TO CEO + PRESIDENT (August 2015 – January 2017)