

# MICHAEL BYHOFF

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## SENIOR PRODUCER

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Video Journalist with extensive experience producing high-impact video content, booking high-profile interviews, and managing complex productions on tight deadlines. Expertise in cultivating industry relationships, delivering compelling narratives, and driving audience engagement through innovative storytelling and production strategies.

## EXPERIENCE

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**Bloomberg**, New York, NY

**February 2016 – September 2024**

**Senior Video Producer**, July 2022 – September 2024

- ❑ Led a team of 12 video journalists, producers, and editors to create dynamic, short-form digital content for Bloomberg's global audience, resulting in a 20% increase in engagement YOY.
- ❑ Implemented streamlined workflows that reduced production time by 10-15%, enabling faster turnaround for short and long-form projects.
- ❑ Oversaw end-to-end production, including logistics, budgeting, and vendor management, ensuring seamless project execution.
- ❑ Collaborated with marketing, social media, and technical teams to expand reach and engagement by 18% across Bloomberg's content across web and mobile.

**Video Producer**, February 2016 – July 2022

- ❑ Managed end-to-end production of digital video series and financial news coverage, ensuring high-quality storytelling, culminating with over 22 million views on my own projects in 2021.
- ❑ Directed field shoots and collaborated with reporters to craft compelling stories, improving content quality and viewer retention by 15%.
- ❑ Directed field shoots and collaborated with reporters to create visually compelling, narrative-driven content.
- ❑ Partnered with social media and design teams to tailor video content for maximum audience engagement across platforms.

**CNN**, New York, NY

**July 2014 – February 2016**

**Producer**

- ❑ Produced breaking news and feature content, coordinating seamlessly with editorial teams to maintain CNN's high standards of storytelling.
- ❑ Oversaw all aspects of production, from conceptualization to delivery, ensuring on-time publication of critical stories.
- ❑ Directed on-location shoots, delivering impactful video packages that contributed to a 10% increase in digital platform traffic.
- ❑ Pioneered innovative video formats that were adopted across the digital team

## SKILLS

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- ❑ Software Proficiency: Adobe Creative Suite
- ❑ Social Media Optimization: Platforms including YouTube, Instagram, TikTok, and LinkedIn
- ❑ Organizational Tools and Software: Monday, Trello, Airtable
- ❑ Performance Analysis: Content engagement metrics and analytics tools (Sprout, Google Analytics)

## EDUCATION

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**Arizona State University**, Tempe, AZ

**Bachelor of Science in Broadcast Journalism**

