

Mike Skuras

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Overview

A wide range of media experience -- ranging from international Ad Agencies (Leo Burnett/USA) and Network/Cable Television (NBC/ABC/Fox Sports), to new technology startups, Digital Signage Networks for the healthcare industry, and Public Relations, Magazine Writing, Design and Production.

Career Highlights (Details in resume below)

Advertising

After originally hired as a Copywriter at Leo Burnett/USA, was tapped to head-up the newly-formed Digital Creative department, where I served for 6 years as a Digital Creative Director. Was responsible for overseeing the application of creative digital technology used by hundreds of creative teams on accounts such as McDonald's, Philip Morris, Kraft, Walt Disney World, Hallmark, Altoids, and Oldsmobile -- for the Tony Scott-directed Intrigue campaign.

Member of the transition team responsible for incorporating the previously independent production house Capps Studio into Burnett prior to the agency being purchased by Publicis Groupe.

Broadcast Television

10+ years of Producing, Writing and Editing the annual Marian Anderson Award events, where I had the opportunity to write for Oscar-winning talent such as Elizabeth Taylor, James Earl Jones, Mia Farrow, Richard Gere, and Harry Belafonte.

Created and served as Executive Producer for Fox Sports Net's first regional Mixed Martial Arts show.

Performed various roles on television projects with the comedy troupe Upright Citizens Brigade alongside talent including Amy Poehler, Matt Besser, Donald Glover, Paul Rust and Aubrey Plaza.

Digital Signage Networks, Marketing, and the Healthcare Industry

Co-founded The Reel Health Network, which was first in industry to provide completely customizable, advertising-supported Digital Signage Television Networks to the waiting roomw in healthcare systems located across the country.

By developing and maintaining relationships with healthcare giants such as Ascension, Henry Ford, and Crittenton, along with healthcare-related advertising sponsors such as Terumo, Medtronic, and Bayer, I oversaw RHN's growth — from two dozen urology practices in the Detroit area, to hundreds of host locations and an audience of millions nationwide.

Produced and procured all video content broadcast on the network -- from traditional sources like AOL, ScreenFeed and Fox affiliates, to non-profit entities including the American Heart Associate, dLife, and The Humane Society. Also responsible for creating programming schedules for each individual host location, based upon waiting room wait times, practice demographics, and Host preferences.

Worked hand-in-hand with the Marketing and IT departments of Host health systems with duties ranging from overseeing the installation of RHN internet-connected media players, to monitoring their status and trouble-shooting technical issues via Remote Access/Remote Control software.

Magazine Publishing:

Have launched, designed, written and produced a number of print magazines, ranging from entertainment-oriented national magazines, to bridal and niche publications.

Abilities

Highly adaptable and thrive under pressure. Through my experiences working in just about every sort of media, in just about every capacity, I'm able to maintain effectiveness and flexibility by adjusting my behavior and work routine — allowing me to meet goals even with changing circumstances.

This same experience also allows me to organize, prioritize and work on multiple projects simultaneously, along with managing project schedules.

I have a very strong and wide range of communication and presentation skills, including written, oral and multi-media to build collaborative relationships and strengthen partnerships. I'm able to utilize these skills with clients and contractors to meet all required expectations, deadlines, and budget requirements.

Having proficiency and accomplishments in a number of different disciplines allows me to have confidence in my leadership capabilities, including the ability to influence the achievement of a goal. My experiences with encouraging teamwork and collaboration foster a positive team concept to resolve problems and achieve optimal results

Technically proficient in Adobe Creative Suite, PowerPoint, Apple applications (FCPX, Productivity Suite, etc.), Along with countless others. Experienced in hardware & software training, along with providing support for each, both locally and remotely.

Experience

2020-Present

Executive Producer & Creative Development

Packard Studio/The Display Group

Detroit, MI

Concepting and developing television content for The Display Group's new entertainment division -- Packard Studio. Acting as Creator, EP, and Head Writer of The Green Show, a television pilot currently under development.

Responsibilities also include producing videos of Display Group projects and events for use on various social media platforms.

2012-2020

VP; Director of Creative and Production

Reel Health Network

St. Clair Shores, MI

Co-founder and co-owner of the Reel Health Network, which was first in industry to provide completely customizable, advertising-supported Digital Signage Television Networks to healthcare systems located across the country.

As one of the three founders of this start-up company, I was solely responsible for:

- Researching, testing, and purchasing media player hardware, peripherals, and content-management software, in particular, Scala Content Manager.
- Creating, editing, procuring, and producing the programming for hundreds of customized television networks. This included negotiating, creating, and maintaining relationships with content providers ranging from industry standards such as AOL, Fox, NPN and Screenplay, to non-profits organizations such as the American Heart Association, The Humane Society, dLife and National Geographic.

- Developing and maintaining relationships with healthcare giants such as Ascension, Henry Ford, and Crittenton, while concurrently developing work relationships with healthcare-related advertising sponsors such as Bayer, Terumo, and Medtronic.
- Ensuring that Host and Advertising messaging best utilized RHN's Digital Signage technology, along with the vetting, scheduling, and programming of hundreds of individual television networks.
- Handling hardware/software/training support for digital signage issues, along with working with the IT and Marketing Departments of previously referenced Healthcare Providers and Sponsors.
- In charge of creating and overseeing the production of all ancillary materials, such as print publications, websites, advertising, marketing pieces, and promotions, along with the hiring of third-party vendors/staff on an as-needed basis.
- Overseeing a department of five, along with freelancers and project-specific vendors.

Accomplishments:

Over the course of eight years, I oversaw RHN increasing its audience from thousands of viewers in SE Michigan, to millions of viewers at hundreds of locations spanning the country -- including healthcare industry giants like Ascension Healthcare, Henry Ford Health System, St. John Providence, and Crittenton.

2005-2020

Art & Production Director

R.E.N. Publishing

Chicago, IL

NOTE: An ongoing, part-time, remote position, I performed duties as both Art & Production Director for the following publications: Chicago Bride Magazine, Inland Architect Magazine, Real Estate News, and New Accountant Magazine.

Duties:

- Monitoring printing and out-of-house pre-press activities for quality control;
- Creating layouts, advertisements and promotional pieces, as well as writing and editing copy;
- Coordinating the efforts of freelance writers, photographers, stylists, models, etc.;
- Bidding jobs to outside vendors, as well as creating and managing production orders.

2003-2014

Writer/Producer/Editor "The Marian Anderson Award"

ABC Television/Philadelphia Festival for the Performing Arts

Philadelphia, PA

Duties included writing, producing/editing video packages, along with the acquisition of video/photo/musical elements for packages, creating/producing graphics and additional video packages for both the live event and the subsequent television broadcast.

Past honorees include Oprah Winfrey, Elizabeth Taylor, Harry Belafonte, Quincy Jones, Mia Farrow and Richard Gere.

2008-2010

Executive Producer "The XCC on FSN"

Fox Sports Network

Troy, MI

Creator and Executive Producer of The XCC on FSN -- an hour-long, bimonthly Mixed Martial Arts show for Fox Sports Net.

Duties:

- Writing scripts for co-hosts
- Conducting fighter interviews
- Producing and editing bio and feature packages
- Overseeing post-production
- Creating marketing materials, FSN promos, merchandise and TV spots
- Negotiating with vendors, venues, and promoters

Writer/Producer “The Back Room”
HBO & The Upright Citizens Brigade
Los Angeles, CA

Wrote, edited, and created graphics package for the pilot episode of The Upright Citizen Brigade’s tribute to early 80’s, late-night, cable tv -- THE BACK ROOM.

Writer/Editor “The Very Funny Show”
Turner Broadcasting & The Upright Citizens Brigade
Los Angeles, CA

Co-wrote, edited, created graphics package for, and co-scored five out of the ten episodes of the Matt Besser/Upright Citizens Brigade series The Very Funny Show for wtbs.com.

Writer/Producer “Canoga Park”
Alta Loma Entertainment
Los Angeles, CA

Co-creator, Head Writer, and Story Producer for a 13-episode season of the sitcom Canoga Park.

Duties:

- Supervising a writing staff of 5
- Overseeing all script-related responsibilities
- Coordinating the episode-specific efforts of Art Department, Wardrobe, Cast and Outside Vendors
- Developing production timelines, schedules and budgets

Marketing/Promotions & Casting “Nashville Star”
NBC Universal, Inc.
Los Angeles, CA/Nashville, TN

Created and designed both print and video promotional pieces for three seasons of the show Nashville Star.

Package Producer “Crossballs”
Comedy Central
Los Angeles, CA

Co-produced graphics packages for Crossballs, a faux-talkshow created by Matt Besser and The Upright Citizens Brigade.

Web & Print Editor
CFQ Media
Venice, CA

Designed and produced web sites for Cinefantastique (CFQ) and Femme Fatales magazines, as well as editing and writing content for both the web and print.

Digital Creative Director

Leo Burnett, USA

Chicago, IL

After originally hired as a Copywriter, served for 6 years as a Digital Creative Director at Leo Burnett/USA, overseeing the application of creative digital technology used by hundreds of creative teams on accounts such as McDonald's, Philip Morris, Kraft, Walt Disney World, Hallmark, Altoids, and the Tony Scott-directed Oldsmobile Intrigue campaign.

Member of the transition team responsible for incorporating the previously independent production house Capps Studio into Burnett prior to the agency being purchased by Publicis Groupe.

Education

University of Kansas

BA/English, Film

Activities and Societies:

Radio Host - KJHK; K.U. Film Board

Centro Linguistico Italiano Dante Alighieri

Florence, Italy

Language Studies