

MICHAEL FASMAN

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Project Manager

Dedicated Project Manager with demonstrated experience overseeing communications projects and creating digital media for global non-profits, education, and corporations. Passionate about organization and storytelling. Administrator of project plans, digital content management, online event platforms, documentation workflows and global team relationships.

AREAS OF EXPERTISE

Organizational Management | Process Development
Cross-Team Collaboration | Team Leadership
Project Management of Virtual Event/Webcasts
Digital Media Production | Video Editing

Skills:

- Project Management
- Budgeting, Scheduling, Logistics
- Cross-team Collaboration
- Presentation Creation
- Google Cloud, Salesforce, Asana, Qualtrics, Slack, Microsoft Suite.
- International Experience
- Social Media Video Creation
- Media Asset Management
- Digital Media Production
- Post-Production Editing
- Vendor management
- Internal and External Communications

Independent Consultant

Fasman Creative Media: Project Manager, Producer, Director, Videographer, Editor

- Production management of online events and creation of videos for wide variety of clients from conception to distribution.
- Clients include:
 - Burning Man Organization
 - San Francisco International Airport
 - VMware
 - Bard College
 - Omega Institute
 - FinTech Silicon Valley TV
 - Rebuilding Together SF

Corporate Experience

Intrado: Online Event Project Manager

July 2020-April 2022

- Online event management
- Team lead
- Client relations and coordination
- HTML and proprietary system coding

University of California Santa Cruz: Senior Video Producer-Director

May 2017-January 2018. Santa Clara CA

- Lead production of over 150 online course videos per quarter from script to deployment.
- Lead internal creative and technical teams.
- Coordinate with subject matter experts, educators and online course developers.
- Direct studio shoots and edit using Adobe Creative Suite.

VMware: Senior Digital Media and Webcast Producer

May 2015-November 2016. Palo Alto, CA

- Manage production and webcasting of 300 sales webinars with total annual attendance of over 50,000 and marketing sourced pipeline of \$60 Million.
- Lead internal and external creative and technical teams.
- Coordinate with marketing, sales, design and other teams.
- Manage external production and webcasting providers.
- Produce and edit video for webcast programs.

Wells Fargo: Senior Digital Media Producer

March 2014-February 2015. Oakland, CA

- Senior Producer on \$900,000 20-minute employee on-boarding video.
- Management of external production resources.
- Coordinate remote photography shoots.
- Communicate with corporate communications, legal and all Wells Fargo Business Units.

Hewlett Packard: Senior Digital Media and Webcast Producer

September 2001-July 2013. Palo Alto, CA

- Produce and direct over 100 productions and webcasts per year.
- Managed budget of over \$3 Million in 2012.
- Direct and advise senior management including CEO, EVPs and Directors. Manage all creative and technical aspects for video, interactive media and live events.
- Collaborate with corporate communications, marketing, legal and other functions.
- Responsible for selecting, negotiating with and supervising external crews, talent acquisition, unions and vendors.
- Three-year winner "Top 100 Producer", AV Multimedia Producer Magazine

Nonprofit Experience

- Burning Man Organization: producer and volunteer coordinator
- Rebuilding Together SF: creation of fund-raising videos.
- Citizen Schools: taught video production course at middle-school.
- Schools Online: taught college video production course in Palestine.
- Relief International:
 - created fund raising videos: Pakistan, Afghanistan, Azerbaijan, Ghana.
 - taught adult video production course in Ghana.
- Born Free USA: fund raising video on Primate Sanctuary, Texas
- Netza Project: fund raising video on Escuela Netzahualcoyotl, Mexico

Education

- Master of Science, Natural Resources Interpretation, Humboldt State University.
 - Thesis: One hour science documentary: "Last Change for the Pacific Salmon"
- Bachelor of Arts, TV/Film and Creative Writing, Syracuse University