MICHAEL REICHENBERG

Creative Producer

CONTACT

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Profile Summary

Creative Producer with 15+ years leading large-scale content production across broadcast, streaming, digital, and corporate platforms. Proven ability to manage cross-functional teams of 40+ creatives, negotiate and execute complex statements of work, and deliver integrated campaigns that reach audiences of 100M+ viewers. Known for combining strong storytelling with operational proficiency — delivering high-impact creative on aggressive timelines while pushing format innovation through emerging technologies. Experience spans everything from network franchises to platform-native social campaigns to branded content that drives business objectives.

Skills

Production Management: SOW negotiation and execution, vendor relationship management, budget planning and tracking ($25K-$1 Million+), project scheduling, legal compliance, network standards and practices, multi-vendor coordination

Creative Leadership: Establishing unique visual and narrative systems for series; pioneering innovative formats that push platform boundaries; translating complex stories into emotionally resonant content; balancing bold creative vision with strategic brand alignment; inspiring editorial teams to deliver breakthrough work; driving creative innovation through emerging technologies

Content Formats & Platforms: Stills, animation, live action video, motion graphics, social media (TikTok, Instagram, YouTube, Facebook), branded content, documentary, platform-native advertising, immersive/VR content

Technical: Adobe Suite (Premiere, After Effects, Media Encoder), Avid Media Composer, Frame.io, Pro-Tools certified, 4K/6K workflows, AI production tools (Runway, Midjourney, VEO, ChatGPT, Claude), asset management systems, remote production infrastructure

Collaboration: Cross-functional team leadership, agency and external partner coordination, stakeholder alignment, program management collaboration, creative and marketing integration

Relevant Work Experience

NBC
Producer
July 2025 - Current

Producer on Season 18 of American Ninja Warrior (10th highest-rated U.S. show). Manage cross-functional production team of 50+ across casting, field production, post-production, and marketing to deliver weekly content at national scale under non-negotiable broadcast deadlines.

- Lead creative narratives for segments featuring fan favorite characters
- Own production schedules and resource allocation for specialized creative teams across multiple shoot locations
- Develop and execute platform-native promotional content across social channels as integrated campaign strategy
- Pioneered AI-guided asset management system to optimize editorial workflow and reduce search time across 50-person team
- Coordinate with external vendors to integrate new technology and immersive content experiences

Novo Nordisk
Producer/Editor
November 2024 - June 2025

Led end-to-end production of corporate content across 25+ departments, managing high daily volume from concept through final delivery. Operated as a central production resource connecting stakeholders, creative teams, and external partners.

- Vendor & Budget Management: Managed relationships with external production companies, photographers, and design firms across projects
- Workflow Infrastructure: Developed comprehensive media workflow and organization guides that standardized processes across expanding freelance team, enabling consistent quality at scale
- Stakeholder Alignment: Created executive review process using Frame.io, establishing feedback loops across 25 departments and reducing revision cycles
- Asset Strategy: Built centralized asset management system for brand guidelines, motion graphics templates, B-roll libraries, and departmental logos—critical infrastructure for scaling production
- Mixed Deliverables: Produced integrated content spanning commercials, corporate presentations, interview series, explainer videos, and motion graphics while adhering to strict brand standards

EDUCATION

2005 - 2009
American University

- B.A Visual Media

2005 - 2009
American University

- B.A Audio Production

2007 - 2008
American University of Rome

- Screenwrtiing

2023 - 2024
Harvard University

- CS50X Computer Science Certificate

Notable Achievements

- Delivered highest-rated non-fiction TV launch in 4 years (Last Resort - HBO Max, 100M+ views)
- Managed 50+ person cross-functional team on top 10 rated U.S. television show (American Ninja Warrior)
- Scaled post-production department 300% while establishing sustainable workflow systems and quality standards
- Documentary work recognized with Pillar Human Rights Award (Netflix Deal)
- Selected for NBC Universal Unscripted Accelerator - only 15 out of over 800 projects selected.

HBO/TLC - Sharp Entertainment
Story Producer 2021 - 2024

Led story and production for series in the 90 Day Fiancé franchise, managing editorial teams and coordinating with network executives and marketing to deliver content reaching 100M+ viewers. Operated within large-scale creative organization producing multiple concurrent series under fixed launch deadlines with budgets ranging from 200k to over 1 million.

- “Last Resort”: Established creative vision and narrative system for new series launch, collaborating with a team of editors to define unique visual style, music direction, and tonal balance. Produced all cast interviews and story direction. Delivered highest-rated non-fiction launch in 4 years; remained in HBO Max Top 10 throughout the run. Incorporated unique branded content into the narrative throughout each episode
- “Happily Ever After”: Produced 3rd highest-rated cable show in the U.S., working across editorial, marketing, and network teams to meet campaign goals and delivery schedules
- “Tell All”: Created format for new 4-part "Tell All" series, integrating live studio production with remote content—expanding franchise's creative possibilities
- Platform-Native Content: Produced social media promotional assets designed specifically for each platform—TikTok teasers, Instagram highlight reels, YouTube compilations—optimized for in-feed behavior and sharing
- Production Operations: Managed budgets, secured legal releases, coordinated with standards and practices teams, and maintained compliance across all deliverables

Food Network
Supervising Producer 2016 - 2021

Produced 10 series including Halloween Wars, Big Time Bake, Buddy Vs. Christmas, Budget Battle, and Worst Cooks of America. Led creative and operational execution within large-scale content organization, managing teams and external partnerships to deliver on-brand work under network deadlines.

- “Halloween Wars”: Owned story direction and format development for Discovery+ flagship launch. Managed team of 5 editors and 3 writers, established production system for competition format
- Integrated Production: Directed segments, conducted contestant interviews, and oversaw post-production workflow to deliver 30-minute episodes from hours of multi-camera footage on multiple shows
- Vendor & Brand Partnerships: Negotiated with external vendors for specialized production needs (set design firms, lighting companies, specialty equipment) and integrated brand partnerships while maintaining creative integrity
- Digital Expansion: Pioneered web and social media content strategy as companion to broadcast episodes—creating platform-specific assets that extended show narratives and drove audience engagement across YouTube, Instagram, and Facebook

Marble Arch Media
Executive Producer 2018 - Current

Developed and executed integrated content production across television, digital, branded, and documentary formats for brands including Women's March, Away Luggage, Kind Bars, and State Bags. Managed cross-functional teams, external partnerships, and creative development from pitch through delivery.

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- Integrated Production: Served as central link between brand partners, creative teams, and post-production to deliver platform-native content while maintaining brand storytelling voice
- Development Success: Television project "Let's Pretend" selected for the NBC Launch Accelerator program; documentary "The Avenue" acquired by Turncard Content for NBC
- Project Management: Managed large field and post-production teams across concurrent projects, negotiated and managed statements of work, handled all legal releases and compliance

Showtime/History Channel - Left/Right TV
Development and Story Producer

2015 - 2017

The Circus (Showtime): Producer on weekly political documentary. Negotiated archival budgets with major networks, conducted research, pre-interviewed contributors, managed archival licensing and footage organization, oversaw final color and audio mix, and coordinated with networks and brands under extreme weekly deadlines — essentially weekly product launches with zero room for delays.

Vice
Producer Branded Content

2015 - 2016

Led integrated branded content production by aligning brand partners, analytics, creative, and post-production teams to deliver platform-native advertising while maintaining Vice's culturally driven storytelling voice.

ALL3Media (Optomen Productions)
Post-Production Supervisor

2011 - 2015

Scaled post-production operations from 3 to 9 concurrent network series. Hired and managed team of 40+ editors and assistant editors, establishing infrastructure and workflows that enabled sustainable growth across five networks.

- Workflow Systems: Developed comprehensive post-production workflow guides and style guides for internal teams and third-party vendors, creating standardized processes that ensured consistency across all productions
- Vendor Management: Negotiated and managed statements of work with external facilities, graphics houses, sound mixers, and technical vendors—maintaining quality while optimizing costs
- Asset Coordination: Managed B-roll libraries, graphics packages, music catalogs, and archival footage across multiple concurrent projects—building systems that prevented redundancy and enabled resource sharing