Michael Greiner
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Portfolios:
AbbVie's Portfolio: https://abbvie.mikegreiner.net/
Other Portfolio/Reel: http://reel.mikegreiner.net/

PROFESSIONAL SUMMARY

Highly skilled Senior Video Editor and Narrative Storyteller with over 15 years of experience specializing in live-action production, motion design, and high-impact branded content. Expert in the Adobe Creative Suite, with a proven track record of collaborating with global brands like AbbVie and Johnson & Johnson to translate complex interviews into compelling visual narratives. Adept at managing full-scale post-production workflows, integrating advanced motion graphics, and leveraging emerging AI tools to enhance audio and visual quality. Recognized for exceptional project management skills, maintaining a proficiency in meeting rigorous agency deadlines while balancing creative excellence with technical precision.

BRAND & AD AGENCY EXPERIENCE

- **Brands: AbbVie (Previous Project Experience)**, After School Matters, Allstate, American Cancer Society, Aspen Dental, Chicago Symphony Orchestra, Citi, Harpo Studios, HP, IBM, Johnson & Johnson, Kraft, Marzetti, McDonalds, Nestle, Northwestern University, Obama for America, Starburst, State Farm, United Airlines, UnitedHealthcare, US Army.
- **Ad Agencies:** AbelsonTaylor, Agency 123, Aspen Marketing, Avoq, Chalk 242, Cramer-Krasselt, Critical Mass, DDB, Eicoff, Epsilon, FCB, Havas, Laughlin Constable, LemmonHughes, Leo Burnett, MARC USA, Maricich Health, Ogilvy, Razorfish Health, Siegel + Gale, Simon/Myers, ScoutLife, SPM Marketing, Weber Shandwick.

SKILLS & TOOLS

- **Software: Adobe Creative Suite (Expert)**, **Adobe Premiere Pro**, **After Effects**, **Adobe Audition**, **Photoshop**, Media Encoder, Descript.
- **AI Tools: Generative AI (Nano Banana)**, **Exposure to Runway and Veo3.**
- **Technical Skills: Narrative Storytelling**, **Motion Graphics Integration**, **Project Management**, **Directorial Support (Lighting/Storyboarding)**, **Typography & Layout**, **2D/3D Graphic Integration**, Digital Workflows, Remote Collaboration, Social Media Optimization.
- **Interests:** Board games; escape rooms; live music; Marvel; Reddit; stand-up comedy; tech gadgets; travel; Zelda.

EDUCATION

Bachelor of Arts, Broadcast and Cinematic Arts, Central Michigan University | May 2007.

WORK EXPERIENCE:

Mike Greiner Media | Feb. 2025 – Present | Chicago, IL / Remote
Freelance Video Editor

- **Serve as an Independent Contractor managing multiple concurrent projects and high-volume workflows for global B2B and creative clients.**

- **Fungi Media: Edit high-volume B2B social media video content for global brands including Knauf, USG, and Cushman & Wakefield, translating complex messaging into clear, engaging short-form narratives.**
- **Bass Buzz: Edit and animate structured online guitar lesson videos, maintaining visual and instructional consistency on a team of three editors.**
- **Donna Lawrence Productions: Edited a three-part immersive video installation for The Church of Jesus Christ of Latter-day Saints, designed for a custom 7-screen panoramic display.**
- **Mode Project: Perform work similar to my full-time position on a freelance basis.**
- **Utilize generative AI tools (Nano Banana) to reconstruct and seamlessy regenerate dialogue from audio samples to improve narrative flow and interview clarity.**

Mode Project | Sept. 2009 – Feb. 2025 | Chicago, IL
Video Editor

- **Lead the full narrative structure of video projects by auditing transcripts and raw interview footage to craft cohesive, engaging stories from scratch.**
- **Offline Editing: Create compelling visual narratives while meeting project objectives and client expectations.**
- **Online Editing: Finalize edits with an emphasis on technical quality, color correction and graphics integration.**
- **Motion Graphics & Typography: Integrate 2D/3D animations into editorial workflows and execute custom typography for layout-driven promotions.**
- **Audio Editing: Perform sound design, audio mixing, dialogue editing, music searches, and music editing.**
- **Collaborate with project managers to prioritize deadlines based on feedback schedules and high-priority delivery dates.**
- **Support production shoots on-site by providing rough editorial cuts in real-time, assisting with storyboarding, and managing basic lighting/camera setups for small-scale productions.**
- **Workflow Optimization: Refine local and remote post-production workflows for editorial team.**
- **Digital Delivery: Knowledge of codecs, compression, and color space considerations for broadcast and social.**
- **Versioning: Create cutdowns and resizes for TikTok, Instagram, Facebook, and other social media platforms.**
- **Data Archival: Manage LTO archival system for media archival/retrieval and historical project libraries.**
- **Technical Assistance: Troubleshoot hardware and software issues for editors and graphic designers.**