

## Michael Greiner

Chicago, IL

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<https://www.linkedin.com/in/mikegreiner/>

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### Portfolios:

**AbbVie's Portfolio:** <https://abbvie.mikegreiner.net/>

**Other Portfolio/Reel:** <http://reel.mikegreiner.net/>

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### 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.

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### 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.
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### 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.
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### EDUCATION

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

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### 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 seamlessly regenerate dialogue from audio samples to improve narrative flow and interview clarity.
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**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.