

**Michael J. McCoy**  
310 Altavista Loop, Jacksonville, NC 28546  
(520) 249-0954  
[michael.jay.mccoy1@gmail.com](mailto:michael.jay.mccoy1@gmail.com)

**OBJECTIVE:** Acceptance into UNCW Film Studies internship in order to enhance knowledge base and skillset through hands-on assistance and project development.

### **PROFESSIONAL SUMMARY**

A driven and self-starting Visual Arts professional who understands the important role that multimedia can have in communication, customer and community relations and the development of domestic and global strategic partnerships. Equally capable of working alone or as a member of a team, and comfortable exercising initiative to meet customer intent and refining output based on feedback. Qualifications include:

- Tech Savvy
- Creative and Design Thinker
- Leadership Experience
- Results Oriented
- Problem Solver
- Executive Communication

### **EXPERIENCE**

#### **Multimedia Design**

- Directed production for, and developed, organizational videos designed to educate newcomers and provide executive level overviews that showcase unit capabilities.
- Designed logos for various individual, commercial and federal customers that are representative of their respective missions and supportive of brand establishment.

#### **Marketing**

- Established small business presence and marketing strategy through branding, website and social media promotion that focused on key consumer demographics and location.
- Developed print products culturally tailored to specific target audiences and designed to influence and support customer objectives, themes and messages.

#### **Communication**

- Consistently produced products that provided visual workflows to complex procedures resulting in enhanced dissemination and understanding of complicated information.
- Routinely briefed senior officials and executives on various projects that supported organizational goals and messaging.

## **Supervision**

- Managed departments in excess of 200 personnel, providing guidance, mentorship, integration and training for more than 7000 new arrivals annually.
- Supervised a team of 15 people that collectively impacted and ensured the success of critical operations worldwide through customer responsiveness and requirements management.

## **EMPLOYMENT HISTORY**

- Owner and Filmmaker, CROATAN Films, 2019-Present
- Commercial Sales and Marketing Lead, FORTAY Roofing & Construction, 2018-Present
- Operations Officer and Unit Videographer, Special Operations Command, 2014-2018
- Reception and Integrations Director, Installation Management Command, Fort Riley, KS 2012-2014
- Tactical Intelligence Officer, U.S. Army Forces Command, Vilseck, Germany 2008-2012
- Target Audience Analysis Detachment Supervisor, U.S. Army Special Operations Command 2003-2008

## **EDUCATION**

- Introduction to Design Thinking, 40 hours, Joint Special Operations University
- B.A. International Business, American Intercontinental University
- Adobe Photoshop, 40 hours, Fayetteville Technical Community College
- Military Information Support Operations Course (Advanced), Fort Bragg, NC

## **OTHER RELEVANT SKILLS**

- Photography (<https://www.flickr.com/photos/clanmccoy/>)
- Videography ([www.croatanfilms.com](http://www.croatanfilms.com))
- Microsoft suite of products to include; Word, Powerpoint, Excel, Sharepoint
- iWork suite of products to include; Pages, Numbers, Keynote
- Adobe After Effects, Premiere Pro, Photoshop CS, InDesign, iMovie
- Windows PC, Mac OS
- Residential renovation and construction