480-766-0554

michaeljsantner2@gmail.com

linkedin

mikesantner.com

SKILLS

- Creative Direction
- Marketing Strategy
- Visual Storytelling
- Video Production & Editing
- Motion Graphics
- Brand Development
- Digital Marketing
- Content Creation
- Web Design / UI / UX
- Project Leadership

SOFTWARE

- Adobe Premiere Pro
- After Effects
- Photoshop
- Illustrator
- InDesign
- Audition
- Media Encoder
- Dreamweaver
- HTML5/CSS3
- WordPress
- MailChimp
- Constant Contact
- Zoho Campaigns
- Infusionsoft CRM
- Trello
- Basecamp
- ChatGPT / Generative AI

EDUCATION

- Associates Degree:
  Arts/Business - Film/Media
  UNIVERSITY OF
  WISCONSIN-MILWAUKEE

- Certified Graphic Designer:
  PLATT COLLEGE: IRVINE, CA

MICHAEL J. SANTNER

CREATIVE MULTIMEDIA MARKETING DIRECTOR

PROFESSIONAL PROFILE

Creative Multimedia Marketing Director with 20+ years of experience producing high-impact video, motion graphics, digital marketing campaigns, and brand experiences across healthcare, finance, media, and technology industries. Proven success providing creative leadership, strengthening audience engagement, developing integrated marketing strategies, and delivering multimedia solutions through visual storytelling, web development, graphic design, email marketing, and social media.

EXPERIENCE

VIDEO EDITOR • CONTENT CREATOR

REAL AMERICA'S VOICE • Phoenix, AZ
2024 - 2026

- Produced and edited approximately 30 daily broadcast and social media video segments across 12+ nationally syndicated news programs, delivering high-impact content for an audience exceeding 4 million monthly viewers in a fast-paced production environment.
- Enhanced audience engagement through motion graphics, logo animation, transitions, music, and visual storytelling that optimized viewer retention.
- Wrote compelling headlines, summaries, teaser copy, captions, and promotional graphics that strengthened content performance across broadcast and digital platforms.

MARKETING DIRECTOR

NEUROMECHANICAL INNOVATIONS • Phoenix, AZ
2013 - 2018 • 2019 - 2024

- Directed multimedia marketing including websites, e-commerce, video production, email marketing, copywriting, photography, and digital campaigns that strengthened brand visibility and engagement.
- Managed a $250K annual marketing budget while reducing company expenses by $150K through digital transformation, workflow improvements, and strategic optimization.
- Provided creative leadership across Sales and IT, streamlining marketing operations, improving cross-functional collaboration, and modernizing creative workflows.

MULTIMEDIA DESIGNER AND OWNER

STATE OF THE ART MEDIA, LLC • Phoenix, AZ • 2001 - Present

- Founded and operated a part-time multimedia studio alongside full-time roles, providing video production, motion graphics, web development, branding, design, email marketing, copywriting, photography, and digital marketing for diverse clients.
- Produced integrated multimedia campaigns that strengthened brand visibility and customer engagement.

MARKETING SPECIALIST

STARBOARD FINANCIAL • Gilbert, AZ • May 2018 – Jan 2019

- Led a team of 3 Marketing Coordinators and Graphic Designers supporting approximately 20 loan officers, improving workflow efficiency.
- Produced branded marketing videos and implemented a Trello-based onboarding workflow that improved employee readiness, process consistency, and audience engagement.

MARKETING COORDINATOR

DANI DENTAL STUDIO • Tempe, AZ • 2017 – 2018

- Increased brand visibility through website management, email marketing, branding, vehicle wrap design, copywriting, and professional dental photography supporting hundreds of patient cases and 3D modeling.