

# MICHAEL KOCH

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a www.Jyggy.Live

## TECHNICAL SKILLS

- Photoshop
- Canva
- Sketch Up Pro
- Final Cut Pro
- Apple Motion
- Premiere Pro
- After Effects
- Adobe Audition
- Logic Pro X
- Tricaster
- Vmix
- OBS
- Microsoft Product Suite
- Google Product Suite
- Cinematography
- Drone
- Cinematography
- Set Concept and Design
- Script Analysis
- Online Broadcasting
- NDI Video

## EDUCATION

Marymount Manhattan College  
New York, NY

*Dual BA:* Directing &  
Performance in Digital Media  
Production

*Additional Clients:*

- REEDPOP
- Nintendo of America
- Microsoft
- GamesDoneQuick
- New York University
- Marymount Manhattan College
- The Gilder Lehrman Institute of American History

## EXPERIENCE

### Producer, Main Channel

*Mr Beast Youtube*

2023 - 2024

- Collaborated with creative team members to develop and produce one of a kind videos to audiences of over 200 million.
- Conducted in-depth research in to the feasibility, development, execution of bits and scenes for video production.
- Presented alternative options and visual concepts to the creative team during feasibility checks.
- Managed video budgets of ~ \$2.5 Million.
- Engaged in sourcing and negotiating with vendors, locations, and other key elements for production success.

### Producer and Strategic Partnerships Lead

*IBM, Steady Now Productions*

2021 - 2023

- Broadcast Coordinator: 2021
- SKO production and broadcast: Quarterly, 4+ hour broadcasts focused on targeted education for 40K plus sellers worldwide.
  - Client-provided educational materials, I then developed into a run of shows that focused on audience engagement and retention.
- Developed a variety of shows for internal client and external public viewership, in addition to expanding their brand goals.
- Built upon professional relationships, bringing in new business and projects.
- Created shows from the ground up that focused on gamification and audience interaction.
- Established a foundational contact list of global talent for both production and onscreen performances.
- Coordination oriented project lead

### Producer & Director of Programming

*Ticker Tocker*

2020 - 2021

- Producer and creator of Ticker Tocker television segments
- Director, manager, and coordinator of internal and external talent
  - Channel: Live 6 hour productions, 5 days per week
    - Focused on a variety of segments trained to the financial market and live stock market trading.

### Broadcast Producer / Show Runner

*Direct Relief, St. Jude, Kinestone LLC, FullRestore*

*LLC, Makeawish, Games Done Quick and JyggyMedia*

2015 - Present

- Producer and coordinator of live events, Both in person and Online, including Segment / talent management.
- Designed sets and lighting scapes, maintained production and coordination of camera and tech operations.
- Produced charity-based live streams generating ~ \$4.5 Million in cumulative donations.

### Content Coordinator & Marketing Specialist

*Twitich @ [jyggy.live](https://www.twitch.tv/jyggy.live)*

Live stream focus: video games, television, and community engagement

- Profile management to more than 250,000 viewers
- Independent creation with upwards of 200 hours of live-streaming per month