MICHAEL KOCH

LIVE EVENT PRODUCER & BROADCAST DIRECTOR

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Live event producer and broadcast director with 10+ years delivering charity marathons, corporate summits, creator events, and the content built around them. Owns delivery end to end: budgets and vendor sourcing, sponsorship, run of show and show calling, set and lighting design, crew direction, and on-site execution. Produced programs reaching 200M+ viewers and charity broadcasts raising $4.5M+ in donations. Theater-trained and NYC-based.

CORE SKILLS

Production: Run of show and show calling • Live segment direction • Sourcing and procurement • Set concept, lighting, and staging design • Camera framing and composition • Talent booking and stage management • On-site and broadcast execution

Partnerships: Sponsorship development and negotiation • Brand integrations built around specific talent • Vendor and contractor negotiation • Creator relationships • Client relationships and scope monitoring

Software: vMix, OBS, Tricaster, NDI • Premiere Pro, After Effects, DaVinci Resolve, Final Cut Pro, CapCut • Photoshop, Canva, Snapseed • SketchUp Pro • Google Workspace, Slack, Discord

EXPERIENCE

Producer & Show Runner | Kinstone Productions / Colosseum Live — 2015 - Present

Charity partners include Direct Relief, St. Jude, Breakthrough T1D, Wings for Life, and Make-A-Wish

- Produce the Colosseum series, a family of multi-day charity broadcasts built around different gaming communities: Mario Masters, The Runaway Guys, Kaizo, Souls, Power Up, and FGC Colosseum. Each brings 20+ creators together in person and broadcasts 16 hours a day.
- Design sets and lighting looks, build the run of show, direct talent and crew through every segment, and run camera and technical operations across show days.
- Own the full event budget, negotiate sponsor packages, and build brand integrations around the specific talent who fit each partner.
- Also produce Pokethon, Big Broadcast for Good (an annual fully remote broadcast for St. Jude), and Heroes of Time. Charity broadcasts have generated $4.5M+ in cumulative donations.

Live & Digital Event Producer | Freelance, New York — 2023 - Present

Clients include Twitch, Vogue, Priori, CUNY, SCBWI, We&Goliath, LiveX, AvGroup, Flypack New York, and American Movie Company

- Produce live, virtual, and hybrid conferences, galas, and broadcast programs, owning timelines, technical specs, vendor sourcing, and run of show from kickoff through show day.
- Serve as the client-facing lead through pre-production and rehearsals, turning business goals into production plans and flagging scope and risk early.
- Direct show tech in the room and on air across switching, graphics, audio, streaming, and speaker management, and produce behind-the-scenes content clients use long after show day.

Show Runner & Host, GDQ Hotfix | Games Done Quick — 2024 - Present

- Show run and host a recurring Hotfix special, producing 8+ hours of speedrunning programming per show, and work with GDQ's technical producer to stay inside their broadcast parameters.

Producer | Overproduced — 2025 - Present

- Producer on the Press Play music festival and the upcoming Warriors of Starlight. Direct pre-recorded video packages and call the live show across multiple segments.

Producer, Main Channel | MrBeast — 2023 - 2024

- Owned production budgets up to $2.5M on one-of-a-kind videos reaching audiences of 200M+.
- Sourced and contracted vendors, locations, and specialty builds, and developed partnerships that added capability and scale to productions.
- Built the environments talent played in: practical sets, builds, and scenarios engineered for unscripted moments crews could capture and cut into content that connected with audiences.

Producer & Strategic Partnerships Lead | IBM, Steady Now Productions — 2021 - 2023

- Produced IBM's quarterly Sales Kickoff summits: 4+ hour global broadcasts educating 40,000+ sellers, developing client materials into engagement-driven runs of show.
- Called SKO broadcasts running live camera ops across multiple time zones, communicating with on-site teams around the world throughout the show.

Producer & Director of Programming | Ticker Tocker — 2020 - 2021

- Produced and directed six hours of daily live programming for a financial markets channel, managing on-air talent.

Creator & Broadcast Operator | JYGGY Media / Jyggy.Live — Ongoing

- Operate a personal broadcast channel reaching 250,000+ profile viewers, producing up to 200 hours of live programming per month. Build and run custom OBS overlay and graphics packages.

EDUCATION & SELECTED CLIENTS

Marymount Manhattan College | Dual BA, Directing & Performance in Digital Media Production — New York, NY

Clients: IBM • MrBeast • Nintendo of America • Microsoft • Twitch • Vogue • REEDPOP • Games Done Quick • Direct Relief • St. Jude • Make-A-Wish • Breakthrough T1D • Wings for Life • CUNY • NYU • SCBWI • Priori