

MICHAEL HOY

WORK SAMPLES

I am an **award winning** creative video writer, director, producer, photographer, and editor, with over **two decades** of experience as a **creative professional** in visual arts and motion picture production.

I HAVE MULTI-DISCIPLINED EXPERIENCE IN

FILM & TELEVISION, ENTERTAINMENT,  
ADVERTISING, DIGITAL & SOCIAL MEDIA.

The  
Walt Disney  
Company



CAA  
Creative Artists Agency



THE KELLY  
CLARKSON  
SHOW

MARVISTA  
A FOX ENTERTAINMENT COMPANY

McKinsey & Company

HFPA®

Lifetime

CBS

BuzzFeed

YouTube



NBCUniversal

I HAVE CREATED BRANDED VIDEO CONTENT  
WITH OVER 100 TOP BRANDS



ACROSS MULTIPLE VERTICALS INCLUDING AUTO, CPG, RETAIL, QSR,  
FINANCE, PHARMA, TECH, TELCO & ENTERTAINMENT.

# MY BRANDED VIDEOS HAVE BEEN WATCHED OVER 250 MILLION TIMES

THAT'S MORE THAN 86,000 HOURS OF WATCH TIME AT 30 SECONDS A VIEW\*



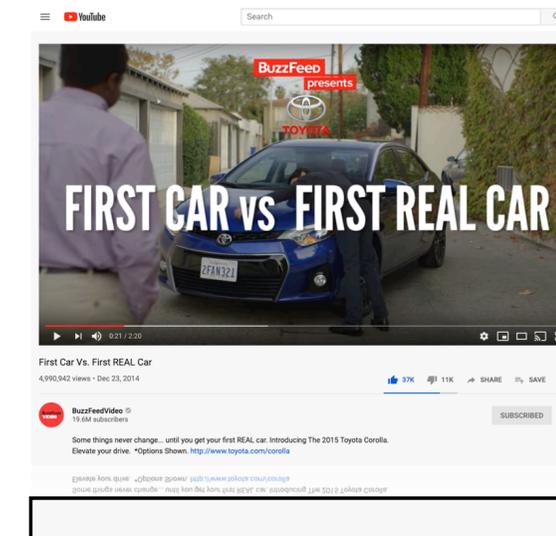
Couple Lives In A Future House For A Week • Ned & Ariel  
7,437,461 views • Apr 28, 2017

**7,437,461 views • Apr 28, 2017**



You In The 90s Vs. You Today  
3,053,722 views • Dec 29, 2014

**3,053,722 views • Dec 29, 2014**



First Car Vs. First REAL Car  
4,990,942 views • Dec 23, 2014

**4,990,942 views • Dec 23, 2014**

Dear Kitten  
**31,478,591 views • Jun 5, 2014**

...AND MENTIONED IN THE TOP 10 ON THE MONTHLY GOOGLE™

# YOUTUBE ADS LEADERBOARD FOR OVER TWENTY MONTHS.

THAT'S ALMOST TWO YEARS OF MENTIONS

think with **Google**



**PURINA FRISKIES**  
Dear Kitten: Regarding Friendship

Creative Agency  
**BuzzFeed**

Media Agency  
**BuzzFeed**

## YouTube ads leaderboard

The YouTube ads leaderboard showcases the top ads that people choose to watch each month.

choose to watch each month.



**HONDA**  
Traveling With Friends: Expectations Vs. Reality

Creative Agency  
**BuzzFeed Yellow**

I'VE BEEN HONORED WITH SOME OF THE INDUSTRY'S  
**MOST PRESTIGIOUS AWARDS**

OUTSTANDING ENTERTAINMENT TALK SHOW  
DAYTIME EMMY® AWARDS 2023

BEST BRANDED CONTENT  
THE WEBBY AWARDS 2015

OUTSTANDING ENTERTAINMENT TALK SHOW  
DAYTIME EMMY® AWARDS 2022

BEST VIDEO CREATIVE  
DIGIDAY AWARD 2014

COMMERICAL DIRECTORS DIVERSITY PROGRAM  
SEMI-FINALIST 2020

FAVORITE YOUTUBE AD OF THE PAST DECADE  
YOUTUBE AWARDS 2014

BEST VIDEO CAMPAIGN  
THINKLA IDEA AWARDS 2018

#1 AD BY A YOUTUBE CONTENT CREATOR  
GOOGLE / YOUTUBE 2014

BEST TV / INTERNET VIDEO CAMPAIGN  
SUMMIT EMERGING MEDIA  
VISIONARY AWARD 2017

YEAR END TOP TEN AD (US & CANADA)  
YOUTUBE ADS LEADERBOARD 2014

HOTTEST IN NATIVE ADVERTISEMENT  
ADWEEK READERS' CHOICE  
POLL WINNER 2017

BEST VIDEO / PROJECTION DESIGN  
STAGE ALLIANCE OVATION AWARDS 2014

BEST WEB SERIES (Nominated)  
LA WEEKLY WEB AWARDS 2013

MICHAEL HOY  
VIDEO SAMPLES

SELECT WORKS

# DIGITAL + SOCIAL VIDEO + TV BROADCAST CPG - PET FOOD / PURINA FRISKIES

DIRECTOR, VIDEOGRAPHER, EDITOR, CO-WRITER

BUZZFEED + PURINA FRISKIES / DEAR KITTEN

- Great example of something that started “scrappy” and turned into a broadcast SUPER BOWL commercial.
- In partnership with Purina Friskies.
- Translated into multiple languages including Spanish, French, and Russian.
- Over 400 mentions in the press.
- Launched a franchise including several follow-up sequels and spin-off content.
- Over 55M series views and 1M series content shares.



- Original release with over 9M organic views in 48 hours.
- This was a “scrappy” production that became a franchise universe and regional Super Bowl commercial.
- DEAR KITTEN GAME DAY became a digital and broadcast release as a regional Super Bowl commercial based on the success of the original concept.

# DIGITAL + SOCIAL VIDEO + BROADCAST ORIGINAL UNSCRIPTED ENTERTAINMENT

EDITOR, VIDEOGRAPHER, CREATIVE PRODUCER

NBC UNIVERSAL / THE KELLY CLARKSON SHOW

- Michael was responsible for weekly original videos starring Kelly Clarkson to be distributed on The Kelly Clarkson Show social channels, including YouTube, YouTube Shorts, Instagram and others.
- Michael was on the show for seasons 3 and 4.



DIGITAL + SOCIAL VIDEO  
SCRIPTED + INFORMATIONAL

WRITER / LEAD CREATIVE PRODUCER

ATTN: + T-MOBILE / 5 FACTS ABOUT 5G EXPLAINED BY  
BILL NYE

- This ATTN: + T-Mobile partnership led to a successful digital and broadcast campaign. The fabric of ATTN: was based in "edutainment" so this type of content matched both brands, as well as Bill Nye's public persona.
- Michael was the lead writer and creative lead in charge of developing the concept.



# DIGITAL + SOCIAL VIDEO SCRIPTED + INFORMATIONAL

CREATIVE DIRECTOR / LEAD CREATIVE PRODUCER

BUZZFEED + NORTON BY SYMANTEC / THE FUTURE OF  
WEARABLE TECH

- This BuzzFeed + Norton by Symantec partnership led to a 5.5 million view video. A great example of how educational and informational video can perform well when delivered in a uniquely creative way.
- Michael was the creative lead in charge of developing the concept, leading the team through execution, and finalizing the video for client delivery and publish.



DIGITAL + SOCIAL VIDEO  
UNSCRIPTED + INFORMATIONAL

CREATIVE DIRECTOR / LEAD CREATIVE PRODUCER

BUZZFEED + INTUIT TURBOTAX / KIDS DO THEIR PARENTS'  
TAXES

- This BuzzFeed + Intuit partnership led to a million view video iterating from successful editorial BuzzFeed concepts exploring family relationships.
- Michael was the creative lead in charge of developing the concept, leading the team through execution, and finalizing the video for client delivery and publish.



# DIGITAL + SOCIAL VIDEO UNSCRIPTED DOCU-STYLE

DIRECTOR, EDITOR, VIDEOGRAPHER, CREATIVE PRODUCER

BUZZFEED + MINI COOPER / MINI TAKES THE STATES

- Michael was the lead creative producer / director on a coast-to-coast MINI COOPER rally that took place in 18 cities over 18 days.
- On the road for almost three weeks, Michael was responsible for a nimble production team to capture the entire experience, and deliver multiple daily assets for social channels including YouTube, Facebook, Instagram and more.



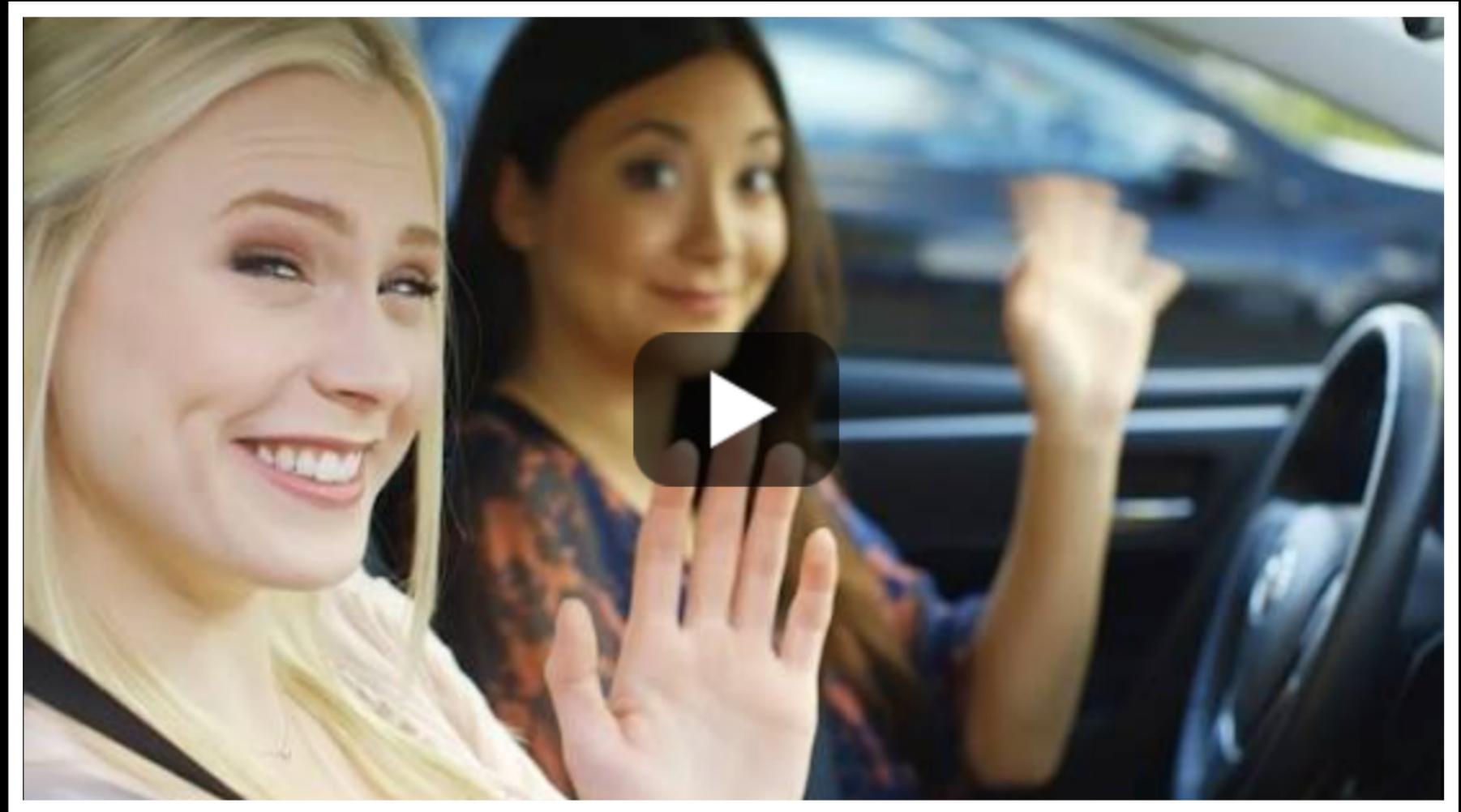
## DIGITAL + SOCIAL VIDEO

### AUTO - NEW MODEL / SCRIPTED ENTERTAINMENT

VIDEO DIRECTOR, CO-WRITER

BUZZFEED + TOYOTA / FIRST CAR VS. FIRST REAL CAR

- Digiday mentions as a "hit" in this article that explores the success of native advertising
- One of the Top 10 most creative ads that people choose to watch: You Tube Ads Leaderboard
- Over 1 Million organic views in less than two weeks on YouTube



# DIGITAL + SOCIAL VIDEO SCRIPTED ENTERTAINMENT

VIDEO DIRECTOR, CREATIVE PRODUCER

BUZZFEED + VH1 / YOU IN THE 90S VS. YOU TODAY

- In partnership with VH1  
“Hindsight” a new original  
scripted show
- With over 2.8M organic  
views and 1M+ in the first  
weekend of publish, this  
video was considered a  
“viral hit”
- This video helped define  
the “splitscreen” format in  
the branded digital space

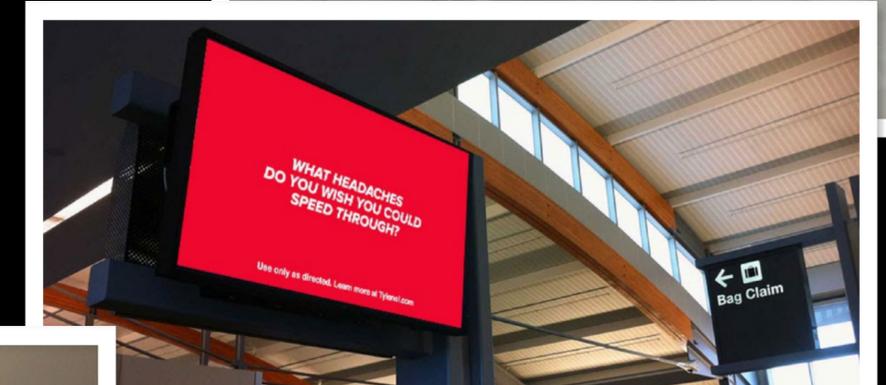


# DIGITAL + SOCIAL VIDEO + OOH SCRIPTED ENTERTAINMENT

CREATIVE DIRECTOR / LEAD CREATIVE PRODUCER

BUZZFEED + TYLENOL / RAPID RELEASE GELS

- This “headaches in life you wish you could speed through” campaign was a Facebook exclusive release featuring multiple scripted assets from 60s down to 15s. The campaign was successful and also included Out-Of-Home elements in public commuter areas.



- Michael was the Creative Director and Lead Creative Producer supervising development, production and post-production, as well as consulting on creative for the OOH elements in major cities.

# DIGITAL + SOCIAL VIDEO ENTERTAINMENT / NBA ON TNT

VIDEO DIRECTOR / WRITER / CREATIVE PRODUCER

BUZZFEED + NBA ON TNT / DOGS RE-CREATE NBA ALL-STAR  
EVENTS

- In partnership with TNT to promote the NBA ALL-STAR GAME (2018).
- Run-time under 60s, square aspect ratio, non-dialogue driven.
- Facebook presented this video as a best practice format example to content partners in 2019.



BROADCAST + DIGITAL STREAMING  
FEATURE-LENGTH CONTENT / TV-MOVIE

DIRECTOR

SECRETS EXPOSED

- SECRETS EXPOSED is a feature length made-for-tv movie, which premiered on Lifetime and the Lifetime Movie Club App.
- Michael has directed four Lifetime released tv-movies to date, in association with MarVista Entertainment and Dawn's Light / Maverick Films.



# EXCLUSIVE MOBILE-APP VIEWING FEATURE-LENGTH / VERTICAL MICRO-DRAMA

## DIRECTOR

## DADDY HELP, MOMMY'S IN PRISON

- Released in late July 2025, this *Hidden Identity, Second Chance* genre family drama reached #1 most trending and ranked #1 for viewership, likes, and user interactions with over 60 million views in just over a week, and over 100 million views since release.
- This title was also featured in the *New York Magazine Hollywood Issue*, including behind-the-scenes stills and an in-depth article on vertical movies and the industry.
- Michael has directed eight vertical micro-dramas for six different vertical content platforms to date.



THANK YOU

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