

MICHAEL HOY

VIDEO DIRECTOR + CREATIVE DIRECTOR

ABOUT

I am a driven video director, producer, writer, photographer, editor, and creative director, and have been fortunate to create some of the most well received and accoladed branded videos in the digital space since 2014. My video work in native advertising has been featured more than twenty times on the Google™ YouTube Ads Leaderboard, listing the ten "top ads that people choose to watch each month." As a mixed-race individual, I come from a diverse cultural background, and have cultivated a well rounded industry experience both on and off set, making me uniquely suited for cinematic arts and social media. You may find a selection of my works at www.michaelalanhoi.com

EXPERIENCE

BUZZFEED

Video Director / Creative Director | May 2014 to June 2018

- Direct, produce, write, pitch, develop, supervise, photograph, and edit custom branded video content at BuzzFeed Motion Pictures
- Lead a team of writers, directors, and producers to concept, develop, and execute original video content
- Interface daily with clients, agency representatives, creatives, account management, sales, analytics, and distribution teams
- Creatively lead and execute multiple domestic and international multi-video cross-platform campaigns from concept to delivery

BLUEFIN MEDIA

Director of Video, West Coast | Jul 2013 to Apr 2014

CREATIVE ARTISTS AGENCY

Motion Picture Talent Agent Executive Assistant | Jun 2007 to Jul 2011

MOTION PICTURE, COMMERCIAL, MUSIC VIDEO PRODUCTION

Various Roles, see imdb.com as "Mike Hoy" | 2000 to 2014

ZUCKER / NETTER PRODUCTIONS

Intern, David Zucker & Gil Netter | May 2004 to Aug 2004

CBS CORPORATION

Intern, THE LATE LATE SHOW w/ Craig Kilborn | Jan 2002 to May 2002

FLOWER FILMS / DARKO ENTERTAINMENT

Assistant to Director/Producer, "Donnie Darko" | May 2000 to Sep 2000

THE WALT DISNEY COMPANY

Apprentice, Disney I.D.E.A.S. | Jun 1999 to Aug 1999

I BEGIN
WITH AN IDEA
AND THEN
IT BECOMES
SOMETHING
ELSE.

-Pablo Picasso

CONTACT

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AWARDS AND ACCOLADES

YOUTUBE ADS LEADERBOARD

20+ Top ten leaderboard mentions, showcasing ads that people choose to watch each month | BuzzFeed

BEST VIDEO CAMPAIGN | 2018 THINKLA IDEA AWARDS

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

WEBBY AWARD BEST BRANDED CONTENT 2015

DEAR KITTEN | BuzzFeed

DIGIDAY AWARD BEST VIDEO CREATIVE 2014

DEAR KITTEN | BuzzFeed

FAVORITE YOUTUBE AD OF THE PAST DECADE

DEAR KITTEN (Nominated) | BuzzFeed

OVATION AWARD BEST VIDEO / PROJECTION DESIGN 2014

THE WRONG MAN | Skylight Theatre Company

LA WEEKLY WEB AWARDS BEST WEB SERIES 2013

THE BEST OF CRAIGSLIST (Nominated) | Funny or Die

EDUCATION

UNIVERSITY OF SOUTHERN CALIFORNIA

*Bachelor of Arts in English Creative Writing, 2006
Minor in Cinema-Television*