



MIKE HOY
vertical drama
director

Mike Hoy - Director

Mike is an award winning content creator, now directing feature-length vertical micro-dramas that have been distributed across multiple vertical entertainment platforms, including **ReelShort** and **DramaBox**.

Mike's exclusive **ReelShort** release **DADDY HELP! MOMMY'S IN PRISON!** has reached over 100 Million views to date and 60 Million views in just over one week after release, topping the ReelShort rankings at #1 most trending, and #1 for social engagements.

The title was also featured in *New York Magazine* alongside leading man Marc Herrmann, including behind-the-scenes photographs, and an in-depth article about the vertical entertainment industry. The micro-drama received rave audience reviews, and a 5-STAR RATING from Instagram's @verticalviewweekly.

Mike is also an active tv-movie director and editor. His July 2025 tv-movie release **KIDNAPPED IN A SMALL TOWN** broadcast premiered on *Lifetime* and is now available for rental and purchase on *YouTube*.

TOP PERFORMING RELEASES

DADDY HELP! MOMMY'S IN PRISON! ReelShort

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.



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WHEN WIFE WON'T FORGIVE



ReelShort



THE LOST HEIR: A CHRISTMAS RECKONING



DramaBox



Released on December 8, 2025 by DramaBox, this holiday themed *Hidden Identity, Revenge, Reunion* Christmas family drama hit almost forty-million views in three weeks. In its first week, this title was the #1 viewed new release, #1 top searched and #1 most trending on DramaBox.

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NOTABLE PRESS

DADDY HELP! ReelShort MOMMY'S IN PRISON!

Starring Marc Herrmann, who *New York Magazine* touts as the “Tom Cruise of verticals,” and introducing Samantha Drews, a rising star in the vertical world as Linda, this all-star cast made a splash with the ReelShort audience trending at #1, and also ranked #1 in social engagements. This title was also featured in the *New York Magazine Hollywood Issue*, which included behind-the-scenes stills and an in-depth article on vertical movies and the industry.



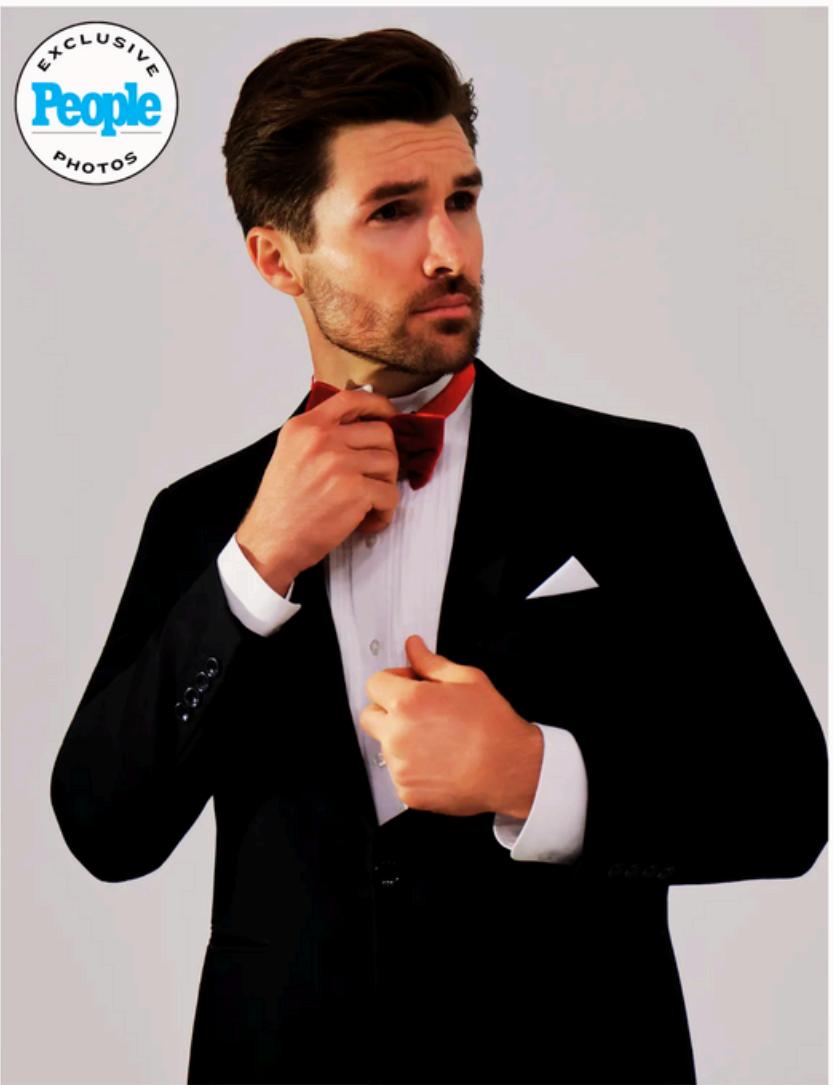
SECRET BILLIONAIRES
AGE-GAP MARRIAGES.
PLENTY OF REVENGE.
By JOSHUA HU

A TYPICAL
REELSHORT
PLOTLINE,
EXPLAINED

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Marc Herrmann



Marc Herrmann.
Credit: Toby Nguyen

Samantha Drews



Samantha Drews.
Credit: Toby Nguyen

Marc Herrmann and Samantha Drews, stars of DADDY HELP! MOMMY'S IN PRISON! featured in *People*.

This *People Magazine* exclusive published December 2025, featured the most popular up-and-coming stars from the ReelShort micro-drama universe.

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VERTICAL RELEASES

Directed
by
MIKE HOY



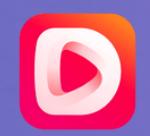
KalosTV

PLATFORM: Kalos TV
TITLE: RENT-A-BILLIONAIRE
BOYFRIEND FOR CHRISTMAS
Prod Co. Halogen.

Directed by Michael Hoy

DETAILS: Released Dec 25,
2025. Principal Photography
Nov 2025.

GENRE: Holiday, Hidden
Identity, Family Drama,
Romance.



DramaBox

PLATFORM: DramaBox
TITLE: THE LOST HEIR: A
CHRISTMAS RECKONING
Prod Co. Trifecta Film Prods.

Directed by Michael Hoy

DETAILS: Released Dec 8,
2025. Principal Photography,
Sep 2025.

GENRE: Holiday, Revenge,
Hidden Identity, Family
Drama, Reunion.



ReelShort

PLATFORM: ReelShort
TITLE: WHEN WIFE WON'T
FORGIVE
Prod Co. Halogen.

Directed by Michael Hoy

DETAILS: Released Sep, 2025.
Over 10MM views in under a
week.

GENRE: Revenge, Hidden
Identity, Family Drama.



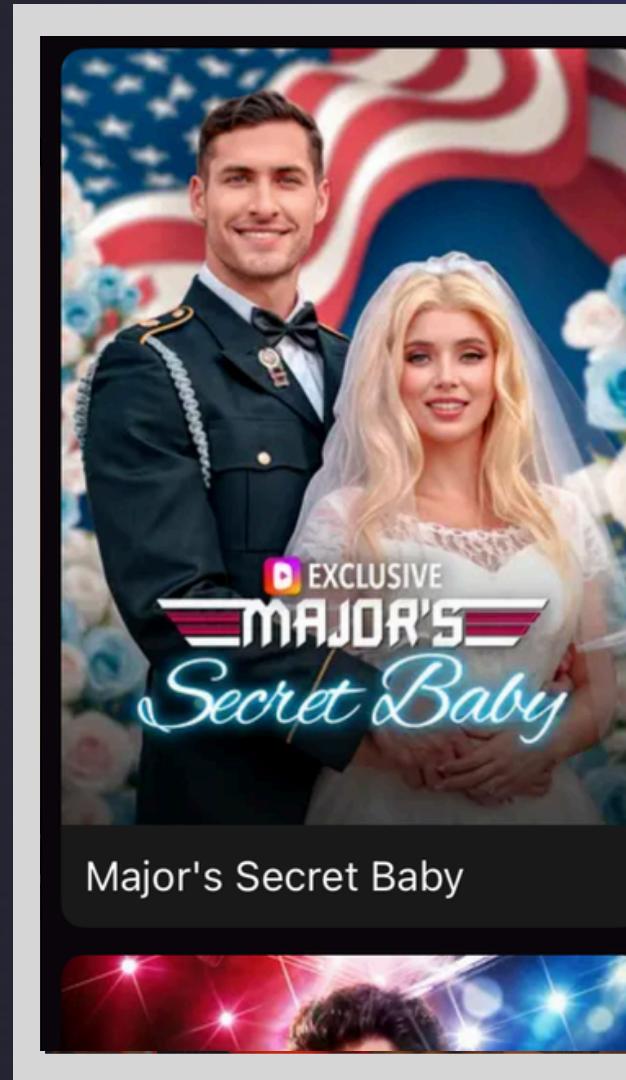
ReelShort

PLATFORM: ReelShort
TITLE: DADDY HELP! MOMMY'S IN
PRISON!
Prod Co. Halogen.

Directed by Michael Hoy

DETAILS: Released July, 2025.
Over 100MM views to date.

GENRE: Second Chance,
Revenge, Romance, Reunion.



Major's Secret Baby

DramaWave

PLATFORM: DramaWave
TITLE: MAJOR'S SECRET BABY

Prod Co. Trifecta Film Prods.

Directed by Michael Hoy

DETAILS: Released July 2025.
Starring Tim Stein and Kaitlin Sanders.

GENRE: Second Chance,
Romance, Reunion.



Romantic Drama

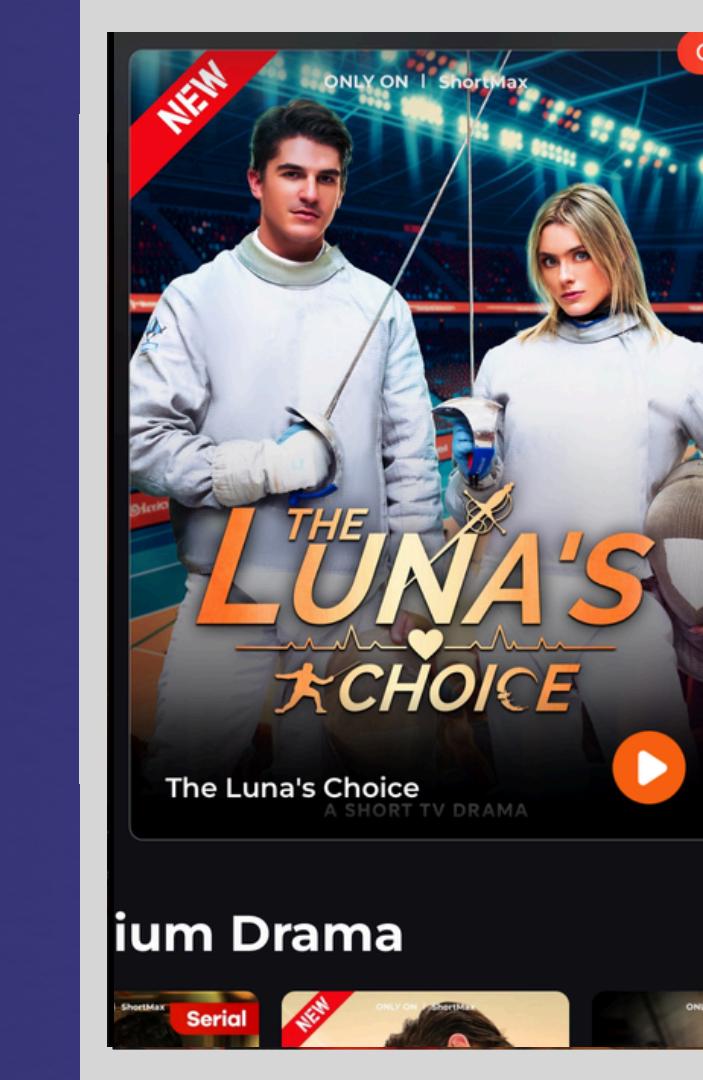
ShortMax

PLATFORM: ShortMax
TITLE: HIDDEN BILLIONAIRE'S SPICY MARRIAGE
Prod Co. Trifecta Film Prods.

Directed by Michael Hoy

DETAILS: Released May 2025.
Starring Caroline Marshall and David Eves.

GENRE: Romance, Hidden Identity, Second Chance.



Romantic Drama

ShortMax

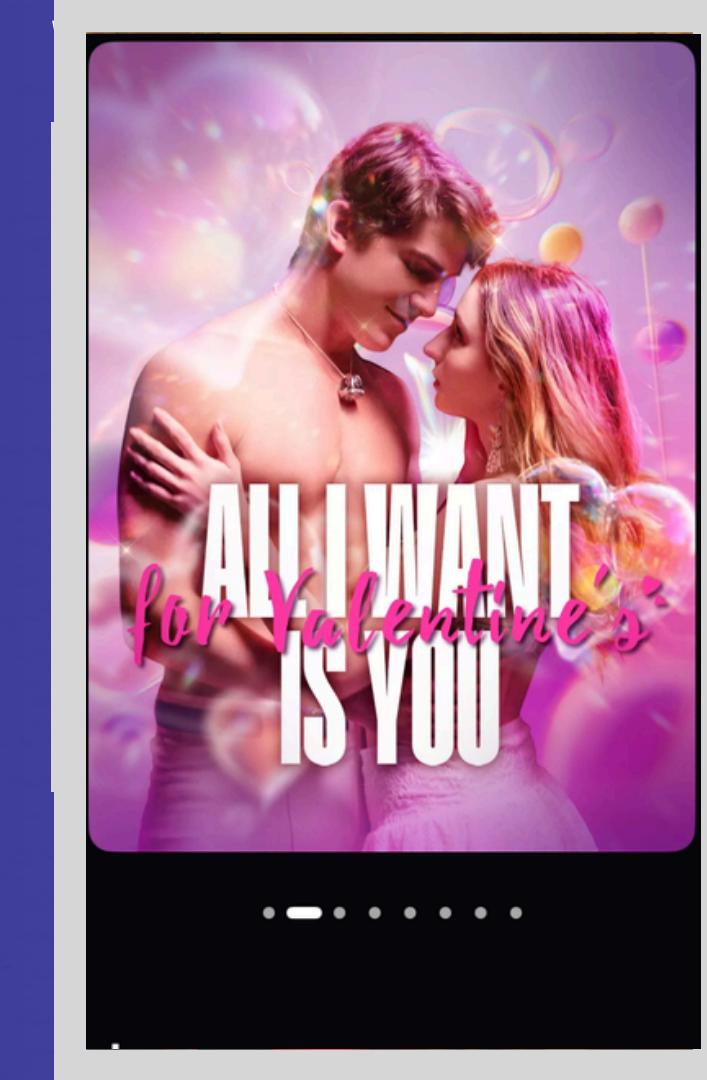
PLATFORM: ShortMax
TITLE: THE LUNA'S CHOICE

Prod Co. Trifecta Film Prods.

Directed by Michael Hoy

DETAILS: Released February 2025. TOP 5 MOST TRENDING on ShortMax.

GENRE: Action, Romance, Werewolf, Reunion.



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ShotShort

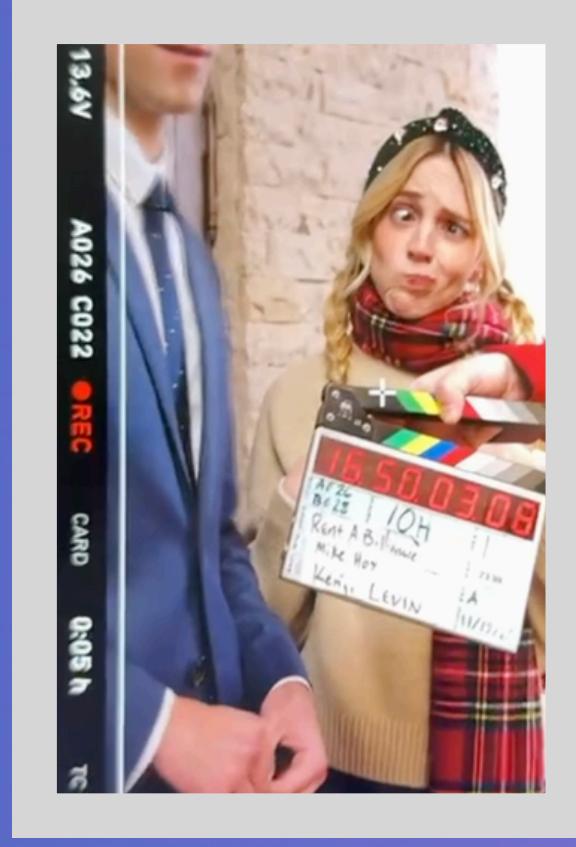
PLATFORM: Shot Short
TITLE: ALL I WANT FOR VALENTINE'S IS YOU
Prod Co. Trifecta Film Prods.

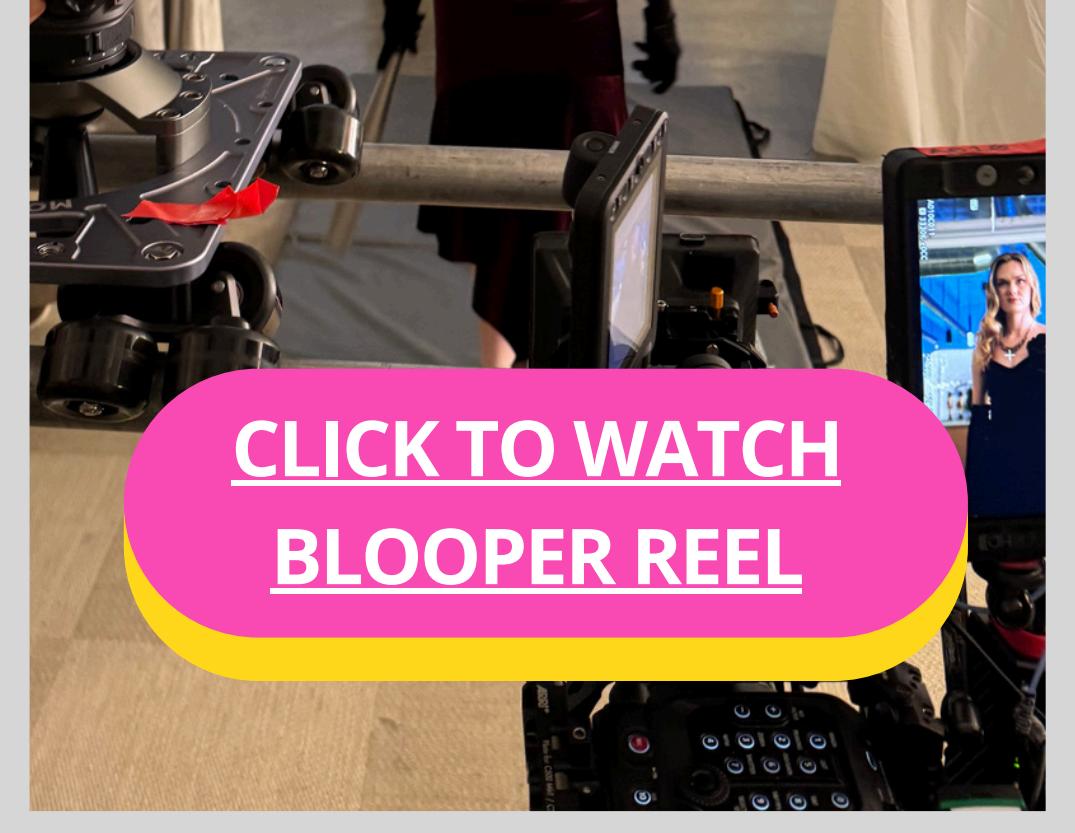
Directed by Michael Hoy

DETAILS: Released February 2025 as an exclusive Valentine's Day original.

GENRE: Sports, Holiday, Second Chance, Romance, Reunion.

BEHIND-THE-SCENES





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BLOOPER REEL



Let's Get Vertical!

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