

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**, **DramaBox** and other top vertical drama apps.

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 Amazon Prime, YouTube, Sling TV, Fandango, Google Play, and other paid streaming services.

TOP PERFORMING RELEASES

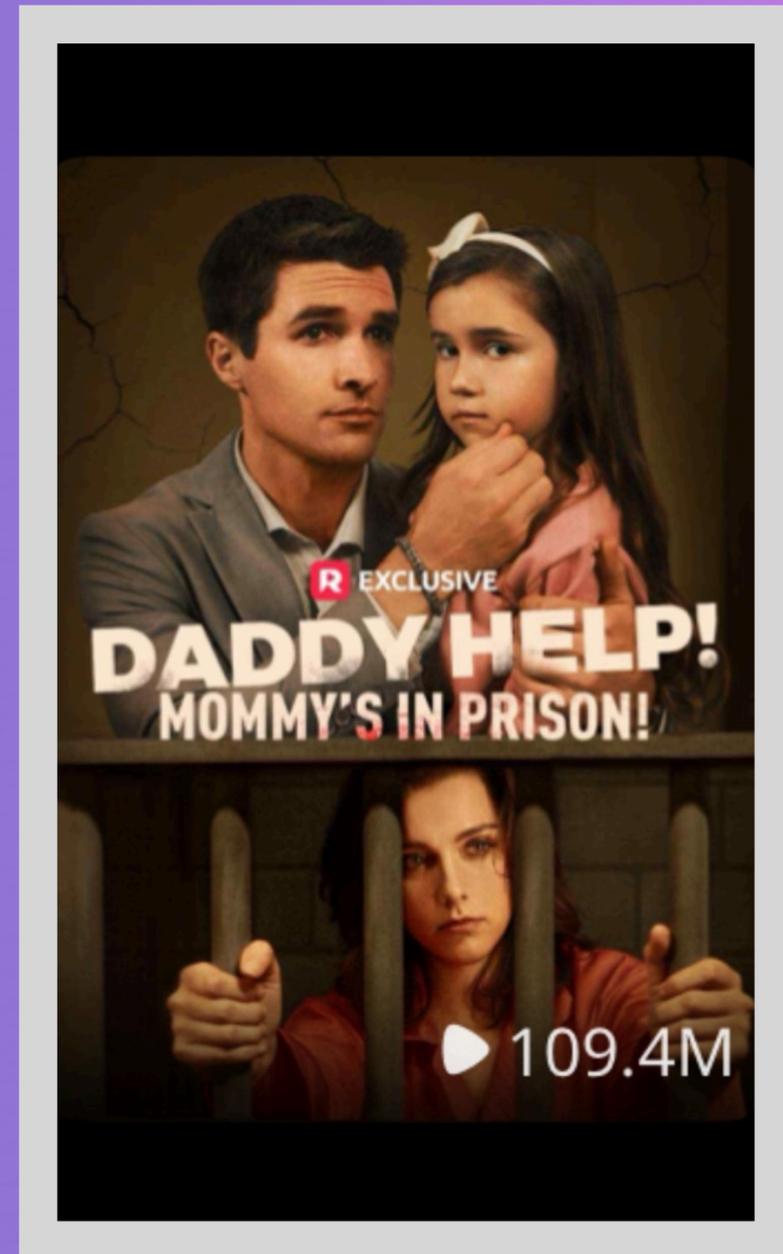
DADDY HELP! MOMMY'S IN PRISON!

 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 120 Million views since release.

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.



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WHEN WIFE WON'T



ReelShort

FORGIVE

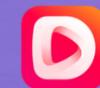
A ReelShort exclusive released on September 27, 2025, this highly anticipated *Hidden Identity, Revenge* family drama is stacked with talent, and hit the top rankings within its first week of release. Currently this title has reached over 33 Million views.



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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, now with over 50 million views to date.



[CLICK TO WATCH](#)

NOTABLE PRESS

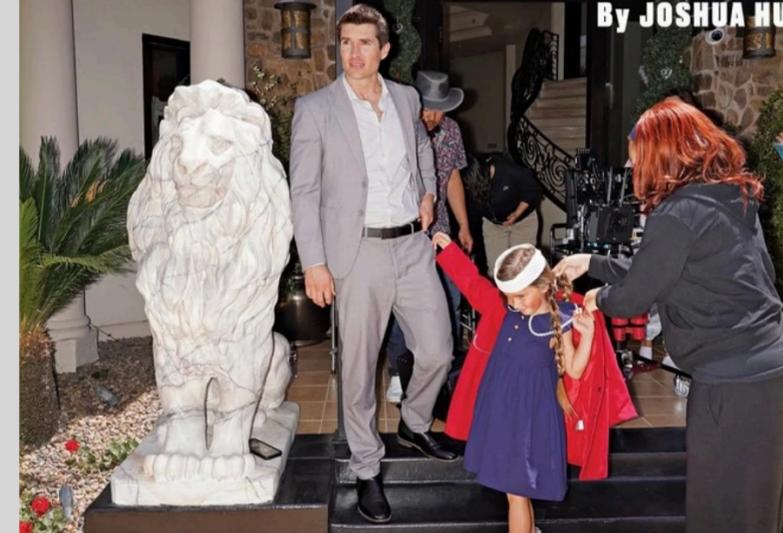
DADDY HELP! MOMMY'S IN PRISON!



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.

New York
SECRET BILLIONAIRES
AGE-GAP MARRIAGES.
PLENTY OF REVENGE.

By JOSHUA HU



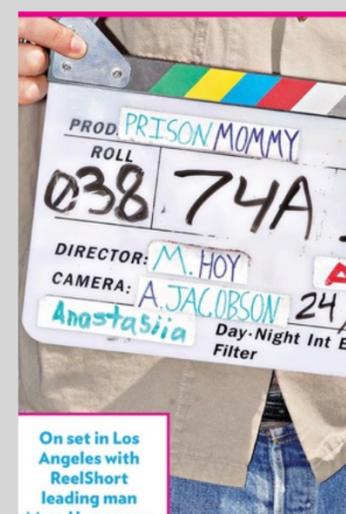
A TYPICAL REELSHORT PLOTLINE, EXPLAINED



[CLICK TO READ](#)



The mansion staff welcomes her home for the first time.



On set in Los Angeles with ReelShort leading man Marc Herrmann



The daughter kidnapped by Matt's evil rival (of course).

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.



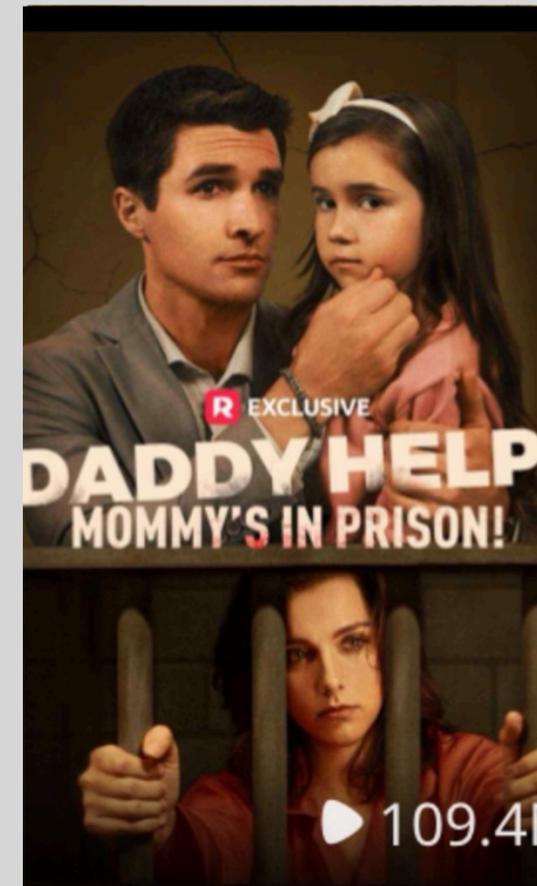
ReelShort

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.



 **DramaWave**

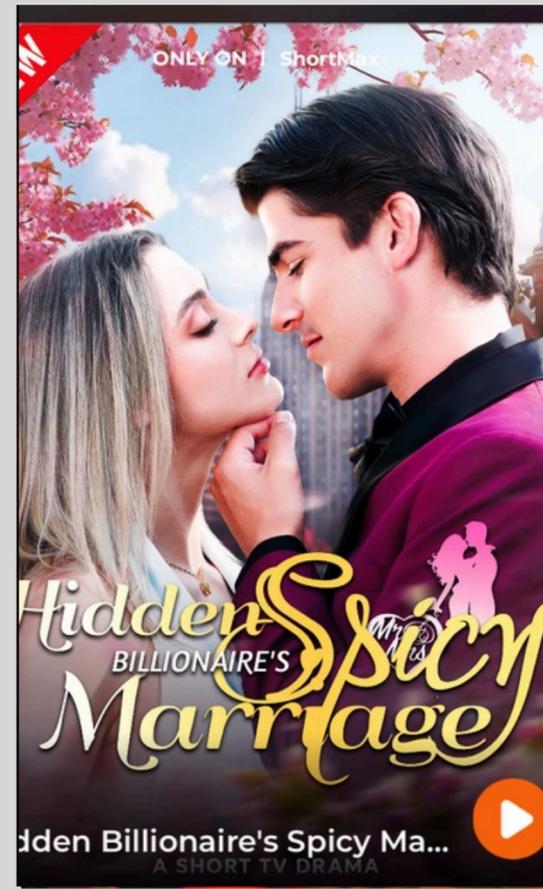
PLATFORM: DramaWave
TITLE: MAJOR'S SECRET BABY

Prod Co. Trifecta Film Prods.

Directed by Michael Hoy

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

GENRE: Second Chance, Romance, Reunion.



 **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.



 **ShortMax**

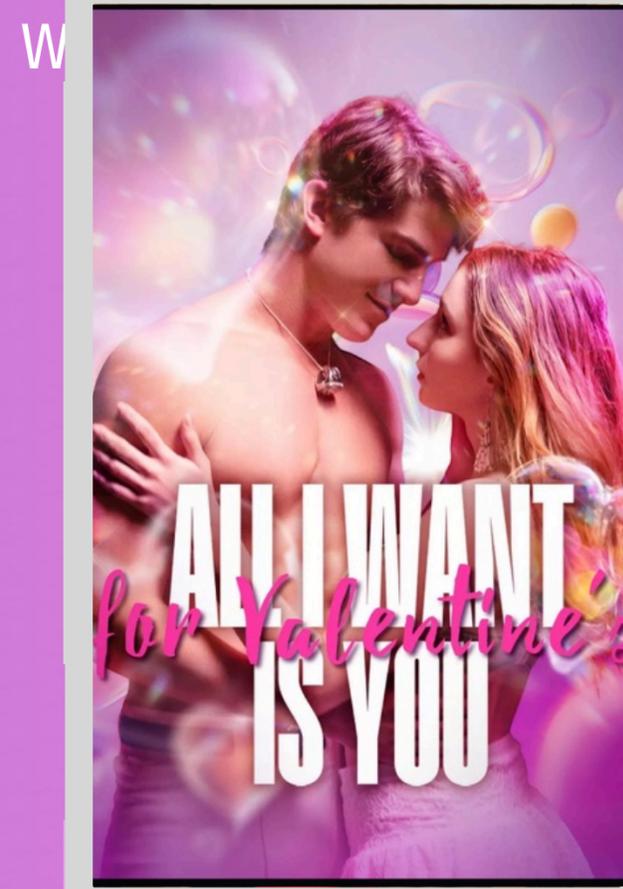
PLATFORM: ShortMax
TITLE: THE LUNA'S CHOICE

Prod Co. Trifecta Film Prods.

Directed by Michael Hoy

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

GENRE: Action, Romance, Werewolf, Reunion.



 **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.

**VERTICALS IN
PRODUCTION**

Directed
by
MIKE HOY

**COMING
SOON**

PLATFORM: DramaWave
TITLE: TBD

Prod Co: Halogen.

Directed by Michael Hoy

DETAILS: Principal
photography until 3/27/26

GENRE: Reunion, Hidden
Identity, Family Drama

**COMING
SOON**

PLATFORM: TBA
TITLE: UNTITLED HIGH
SCHOOL MOVIE

Prod Co: TBA

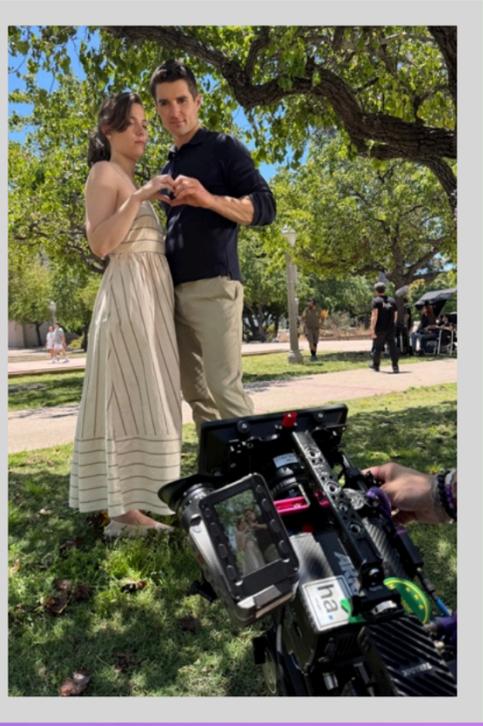
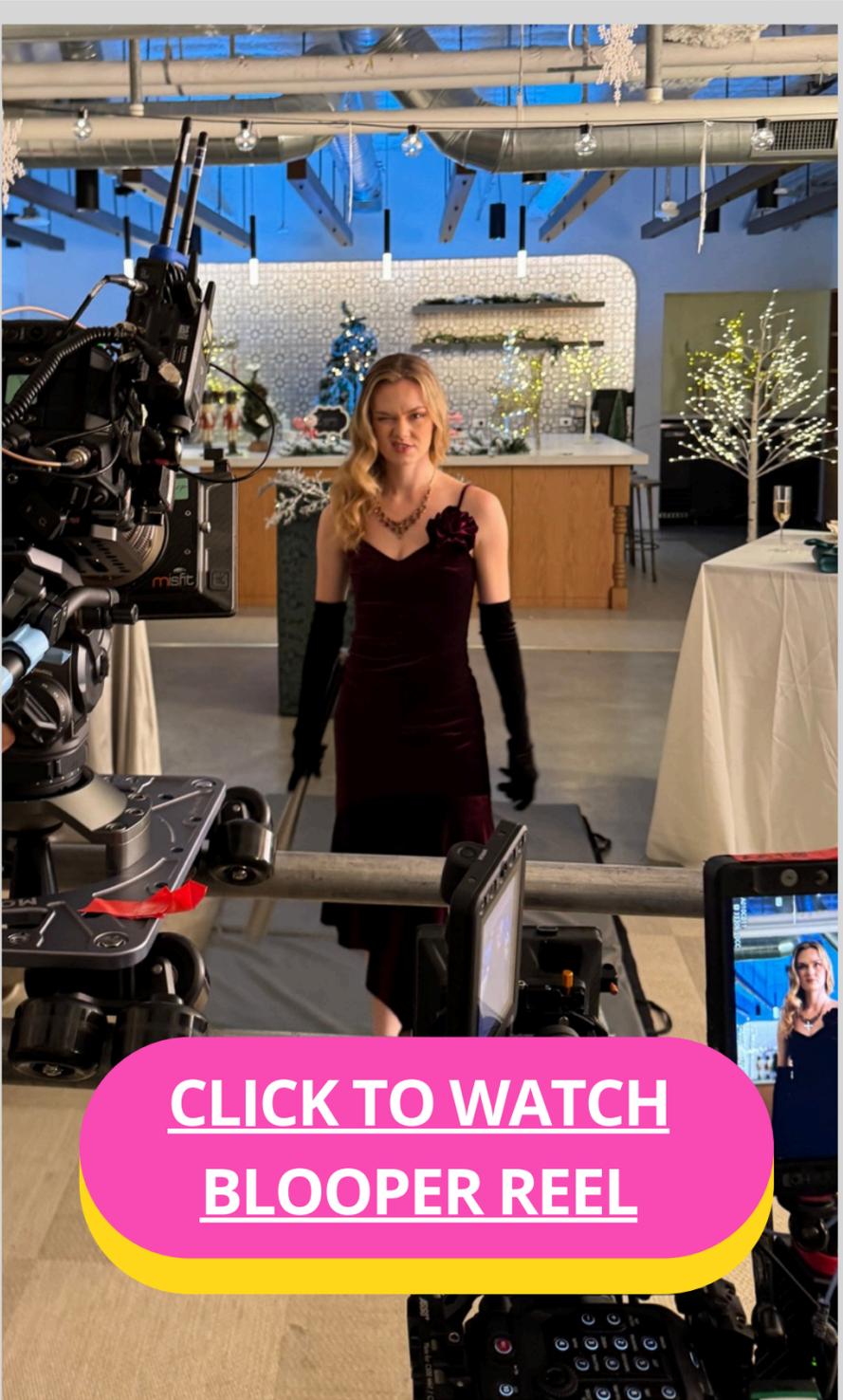
Directed by Michael Hoy

DETAILS: Currently in POST-
PRODUCTION

GENRE: Revenge, Young Love,
High School

BEHIND-THE-SCENES







Let's Get Vertical!



[Mike Hoy IMDB page](#)



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