

Michael Poyntz

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PROFESSIONAL EXPERIENCE

Project Manager – Fooji

08/2024–Current

- Lead end-to-end execution of 100+ promotional campaigns annually (20–30 per quarter, 15+ running concurrently) for Fortune 500 brand clients, owning strategy and delivery across giveaways, influencer activations, product drops, and geo-targeted DTC experiences.
- Serve as primary client lead and cross-functional hub, coordinating brand marketing teams, creative agencies, outside legal counsel, talent and production partners, executive leadership, and fulfillment vendors alongside internal engineering, design, operations, customer success, and production teams.
- Manage external production ecosystem across videographers, web/graphic/print designers, logistics providers, and custom fabrication houses producing apparel, 3D-printed goods, and mass-produced premiums.
- Author and maintain all campaign documentation: Official Rules, abbreviated rules, AMOE schedules, winner notification templates, entry page disclaimers, international contract clauses, campaign books, call sheets, run of show, timelines, and action item trackers.
- Provide full legal oversight for marketing campaign compliance, including sweepstakes law, jurisdictional review, arbitration clause negotiation, ARV methodology, and direct coordination with outside counsel across US and international markets.
- Delivered 1M+ prizes across high-visibility activations including Pluto TV's "The Fan Is Out There" X-Files Marathon Contest (9-day Joshua Tree bunker experience for the franchise's #1 superfan), ABC's "Wish Grant-ed" Valentine's Day social campaign featuring The Bachelor's Grant Ellis, drone deliveries for Crocs, and on-demand delivery campaigns across the country.

Head of Pop-Up Activations – Fooji

05/2023–08/2024

- Launched and scaled Fooji's pop-up storefront rental business from zero, generating \$80K+ in 100% net-new revenue across NYC, Chicago, and LA flagships in 15 months – running the NYC SoHo location directly while managing regional leads in the other two markets.
- Built the operational and commercial backbone from scratch: Drive inbound pipeline, Google Maps presence for each location, location-specific SOPs, client welcome packet template, and a cost-based pricing model with per-location break-even analysis.
- Oversaw high-spend pop-up activations for direct brand teams and production agencies – including Duolingo (SoHo), Rice-A-Roni, and Momcozy – managing fire safety compliance, NYC sidewalk permitting, and on-site execution.
- Directed influencer fulfillment logistics for 750+ inventory units (branded merch, popcorn machines, pizzas, litter boxes, briefcases of cash, coupon buckets), running intake, inventory, organization, and 1–2 hour courier dispatch from claim to ship.
- Promoted to Project Manager in mid-2024 to fill an urgent campaign lead opening.

Executive Producer / 1st AD – Weekend From Hell

05/2024–08/2024

- Produced the indie short Weekend From Hell, leading a 15-person crew and 5 actors through pre-production, principal photography, and wrap.
- Fundraised \$20K cash plus \$100K+ in in-kind support (gear, locations, resources), keeping the project on time and on budget.
- Built and maintained all production documentation: call sheets, production schedule, daily reports, budget tracker, work-for-hire contracts, release forms, and fire safety paperwork – using Final Draft, StudioBinder, Frame.io, and Google Sheets.
- Ran set operations end-to-end including scheduling, line producing, camera dept execution, and stunt coordination under strict compliance.

Campaign Coordinator – Fooji (Contractor)

05/2022–05/2023

- Provided freelance on-site coordination for Fooji's on-demand promotional fulfillment campaigns, executing same-day delivery of TV and film merchandise to fans and contest winners.
- Ran receiving, inventory, and distribution operations across 1,000+ units per campaign cycle on broadcast-aligned production schedules.
- Coordinated with delivery vendors and on-site fulfillment teams to hit live giveaway windows tied to TV airings and film releases.
- Converted from contractor to full-time and promoted to Head of Pop-Up Activations within 12 months.

Live Production Coordinator – Freelance

09/2021–06/2023

- Supported high-profile corporate, hybrid, and Off-Broadway theatre productions including the 9/11 Commemoration, Bloomberg Climate Summit, TIME100, TIME100 Next, The New School graduation, Target Partner Summit 2022, Target Together 2023, Pratt & Whitney's annual internal conference, Red Bull Theater's Your Own Thing (dir. Gabrielle Barre), and Ogunquit Playhouse's Singin' in the Rain.
- Led a team of 6+ tech support specialists at ImageMedia delivering live support for hybrid events; trained staff on Intercom, Cvent, and InEvent, and built a high-usage library of event support and FAQ articles.
- Served as Key Production Assistant and Overnight Coordinator at productionGlue (now TAIT Towers) – managing rental trucks with third-party builders, overseeing red carpet, stanchion, SEG, and riser installation within tight production windows, and partnering with security on talent exits and public traffic control.
- Served as Stage Manager at Red Bull Theater (Off-Broadway) and Stage Management Assistant at Ogunquit Playhouse – tracking 100+ props with page-by-page handoff documentation, drafting daily rehearsal reports, supervising secondary rehearsal rooms with union talent, and upholding AEA collective bargaining guidelines across rehearsals, performances, and load-in/load-out.
- Maintained schedules and communicated production expectations across crew using Airtable, Slack, Asana, Cvent, Intercom, InEvent, Google Sheets.

SKILLS

Project Management: Asana, Notion, Microsoft Project, Pipedrive, Airtable, Google Workspace, Microsoft Office. **CRM & Sales:** Salesforce, Outreach, Tessitura. **Event & Production:** Cvent, Intercom, InEvent, StudioBinder, Frame.io, Final Draft, QLab, OBS. **Technical:** SQL, Python, JSON, GitHub (familiar), API integration. **Camera:** ARRI, Sony, RED, & Canon Systems, Tilta, Preston, Ronin. **Editing:** Adobe Creative Suite, DaVinci Resolve, Logic. **Languages:** English (fluent), Basic Spanish. **Interests:** Coffee, Chess, AI Automation, Television, Mockumentary, Dog Training.

AWARDS & NOMINATIONS

Best Comedy (Winner) – Reedy Reels Film Festival (2026) for After Life Hunters.
Official Selection – NYC TV Festival (2026) for After Life Hunters
Outstanding Mockumentary (Nomination) – NJ WebFest (2025) for After Life Hunters
Best On-Screen Chemistry (Winner) – NJ WebFest (2025) for After Life Hunters
Official Selection – Big Apple Film Festival (2024) for Nice Knives

EDUCATION

Muhlenberg College Allentown, PA
Bachelor of Arts in Theatre (Acting); Minor in Computer Science