Michael Poyntz

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PROFESSIONAL EXPERIENCE

Project Manager – Fooji 08/2024–Current

- Lead end-to-end execution of 100+ promotional campaigns annually (15+ running concurrently) for Fortune 500 brand clients across giveaways, influencer activations, product drops, and geo-targeted DTC experiences.
- Serve as primary client lead and cross-functional hub for brand marketing teams, creative agencies, outside legal counsel, talent, production and fulfillment vendors, and internal engineering, design, and operations teams.
- Author all campaign documentation (Official Rules, AMOE schedules, winner notifications, entry page disclaimers, run of show, timelines) and provide legal oversight for sweepstakes compliance with outside counsel across US and international markets.
- Delivered 1M+ prizes across activations including Pluto TV's X-Files Marathon Contest, ABC's "Wish Grant-ed" campaign with The Bachelor's Grant Ellis, and drone deliveries for Crocs.

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 net-new revenue across NYC, Chicago, and LA in 15 months; ran the NYC SoHo location directly and managed regional leads in the other two markets.
- Built the operation from scratch: Pipedrive inbound pipeline, location-specific SOPs, client welcome packet, and a cost-based pricing model with per-location break-even analysis.
- Oversaw high-spend activations for Duolingo, Rice-A-Roni, and Momcozy, managing fire safety compliance, NYC sidewalk permitting, on-site execution, and influencer fulfillment logistics for 750+ inventory units.
- Promoted to Project Manager in mid-2024 to fill an urgent campaign lead opening.

Assistant Site Manager / Transportation Coordinator – TAIT Towers (Freelance) 09/2022–09/2026

- 9/11 Commemoration (2022, 2023, 2025, 2026): Assistant Site Manager for the 25th anniversary at the 9/11 Memorial & Museum, supporting a four-day load-in, live broadcast ceremony, and two-day load-out alongside Teamsters, IATSE, and IBEW crews.
- Ellis Island Medals of Honor (2026): Transportation Coordinator managing attendee shuttles and private cars between event sites, working with law enforcement on traffic and routes and sending loading and departure updates to key stakeholders.
- Assistant Manager for a 120-attendee philanthropic health research conference at One World Trade (2026).

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 from pre-production through wrap; fundraised $20K cash plus $100K+ in in-kind support and kept the project on time and on budget.
- Built all production documentation (call sheets, schedule, daily reports, budget tracker, contracts, release forms) and ran set operations including scheduling, line producing, and stunt coordination under strict compliance.

Campaign Coordinator – Fooji (Contractor) 05/2022–05/2023

- Coordinated on-site, same-day delivery of TV and film merchandise to fans and contest winners (1,000+ units per campaign cycle), hitting 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 and hybrid live events including the Bloomberg Climate Summit, TIME100, TIME100 Next, The New School graduation, Target Partner Summit 2022, Target Together 2023, and Pratt & Whitney's annual internal conference.
- Led a team of 6+ tech support specialists at ImageMedia for hybrid events; trained staff on Intercom, Cvent, and InEvent and built a high-usage library of event support and FAQ articles.
- Key Production Assistant and Overnight Coordinator at productionGlue (now TAIT Towers): managed rental trucks with third-party builders, oversaw red carpet, stanchion, SEG, and riser installation, and partnered with security on talent exits and public traffic control.
- Stage Manager at Red Bull Theater (*Your Own Thing*, Off-Broadway) and Stage Management Assistant at Ogunquit Playhouse (*Singin' in the Rain*): tracked 100+ props, drafted rehearsal reports, and ran secondary rehearsal rooms with union talent under AEA guidelines.

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

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

EDUCATION

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