

BEN MICHALS

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EDUCATION

Brown University, B.A. Computer Science, B.A. Music, Honors

Providence, RI | September 2018 - May 2022

- Activities: Brown Derbies A Cappella, Brown Votes, Brown Motion Pictures
- Awards: *BrownConnect LINK Award*, *Walter J. Nelson Award*, *Varsity Vocals Best of College A Cappella 2020*

PROFESSIONAL EXPERIENCE

Busker Music LLC, Content Creator and Social Media Manager

New York, NY | April 2022 – Present

- Develop and execute content strategy for pre-launch tech start-up [@busker.music](http://busker.music)
- Create and post audiovisual and graphic content for social media channels to increase engagement
 - Created consistent and compelling content with complete creative freedom
 - Over 1M views/distinct accounts reached, Increased follower count by 263%
 - Video reposted by the artist, SZA
- Developed successful “Music Fact Monday” series
- Coordinate and conduct live-streamed interviews with artists
 - Email artist managers/representatives to schedule interviews
 - Prepare thoroughly researched interview questions
 - Edit and upload interviews on-time for video publication on YouTube, Instagram and transcription for the Busker Music Blog
- Write compelling copy and hashtag strategy for posts
- Develop the brand visual strategy, design and execute eye catching cover photos and graphics for Instagram

Meta/Instagram, Official Instagram Reels Content Creator

New York, NY | April 2021 – August 2022

- Recruited as a member of the 2021 Instagram Creator Program and 2022 Reels Comedy Club Creator Program
 - Created Instagram exclusive original short-form video content with full creative control
 - Worked with Instagram Community Managers to develop social media strategy and give platform feedback
- Collaboration to support introduction of Instagram Reels and Remix feature to the platform
- Deliver content used by Meta in Instagram Reels promotion to users
- Created a “how-to” video for posting on the [@InstagramCreators](https://www.instagram.com/InstagramCreators) account
- Support Product Management team with constructive product feedback in weekly meetings and two intensive platform use interviews with Meta project team in August 2022

Social Media Content Creator, Influencer

New York, NY | May 2020 – Present

- Independently negotiated and completed influencer brand deals with multiple Fortune 500 companies
 - Collaborations with Google, Meta, HBOMax, Reddit, BandLab, [Possible Finance](http://PossibleFinance), [Tab for a Cause](http://TabforaCause), DateNight
 - Collaboration with media company 9GAG (9gag.com) for their Instagram content feed (58M followers). This video is one of three collaborations with 9GAG, in total generating 27 Million views.
- Grew personal social media profiles from scratch through creative viral videos and community engagement
 - [TikTok](https://www.tiktok.com/@benmichals): ~140K follower, 9 Million+ likes
 - [Instagram](https://www.instagram.com/benmichals): ~40K+ followers, 4 Million+ likes
 - Featured compilation video on Buzzfeed generating 1.5M views
 - Featured articles in the Brown Daily Herald and Brown Alumni Magazine ([1](#), [2](#), [3](#))
 - Selected for first ever Instagram and TikTok Creator Fund Initiatives

TrustedRiders Inc., Technical Director and Strategy Consultant

Washington D.C. | October 2022 – Present

- Record, edit and produce videos for training, promotional, and fundraising purposes
- Design training modules for volunteer rideshare chaperones
 - Determine and implement best technical format/design for optimal user experience for users with a wide range of technical competency
- Coordinate all technical systems for the non-profit including email accounts, website design and functionality, and video communication troubleshooting
- Serve as a technical liaison between the TrustedRiders leadership and healthcare system partners around the country including Hawaii, Yale New Haven, CT, and Baltimore, MD

SKILLSET AND INTERESTS

Technical Skills: Social Media (TikTok, Instagram, Facebook, Snapchat, Twitter, YouTube/YouTube Shorts, BeReal) • AR Filter Coding (Meta Spark Studio, TikTok Effect House) • Adobe Creative Cloud • Apple Production Suite (Logic Pro X, Final Cut Pro) • Maya • Max/MSP • Jitter • Web Design (WordPress, Wix, Squarespace, HTML/CSS) • Canva • Google G Suite • Microsoft Office Suite • OS X & Windows OS

Programming Languages: Java • Python • C • React Native • HTML • CSS

Languages: English • Spanish (Conversational)

Interests: Songwriting • Music Production • Social Media • Sports