

Michael Cagney

Video & Motion Graphics | Portfolio - michaelcagney.com

👤 Profile

I am a well-rounded videographer with both deep technical knowledge and the ability to strategize with clients.

📁 Employment History

Videographer & Motion Graphics at Attendance on Demand, Northville

March 2020 — March 2024

Produced content as a part of the in-house marketing team at a software company. Our primary goals were developing brand awareness, driving sales, and creating educational content.

- Instrumental in the development of a new direct-to-client brand
- Created motion graphics to support a highly technical product
- Worked with the training department to develop tailored content

Videographer at M3 Group, Lansing

January 2017 — May 2020

Produced, filmed, and edited more than 50 videos for a full-service advertising agency. I worked with Governors Snyder and Whitmer, along with other leaders who shape our state, and several national clients.

- Won 5 national video awards
- Helped develop the video department and find/retain clients

Owner at Cagney Video LLC

January 2019 — Present

I work with advertising agencies, credit unions, boat dealerships, realtors, government organizations, and more. Beyond the video work, I have gained invaluable experience running my own business. Working from start to finish on projects by myself, and having a satisfied customer at the end is a uniquely rewarding experience.

🎓 Education

B.A. Creative Advertising, Michigan State University

Minor in Animation

Drone License, FAA

July 2018 — Present

🗨️ References

Kim Payne from Attendance on Demand

Mark Warner from MEDC

Details

Lansing, MI

517.315.7633

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Skills

Filming

Editing

Motion Graphics

Drone

Graphic Design