

MIKE JOHANSEN

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ABOUT ME

I'm a highly accomplished creative executive with over 20 years of experience in the entertainment, travel, digital product, and consumer goods industries. Recognized with multiple awards for excellence in content and design, I am a proven leader who has delivered successful results in building best in class creative teams. My diverse background, coupled with my passion for music, movies, tech, and gaming, enables me to bring a unique perspective to any creative challenge. Adept at developing and executing innovative strategies that drive growth and profitability, I am now seeking an opportunity to leverage my skills and experience to make a significant impact in a new role.

WORK EXPERIENCE

Universal Music Group

Vice President, Content Creation

Apr. 2019 - Nov. 2022

Santa Monica, CA

- Built and directed the content team at UMe, UMG's catalog label, overseeing the creation of original visual content for a wide range of legacy artists, including Bob Marley, Frank Sinatra, Guns N' Roses, ABBA, and Marvin Gaye, among others.
- Collaborated with A&R, Marketing, and Commercial teams to commission a vast array of original visual intellectual property across the entire catalog, establishing and managing a network of hundreds of external creatives, delivering bespoke content campaigns to all major DSPs, and driving overall artist revenue growth by 30% YoY.
- Delivered more than 5,000 pieces of premium music video content across hundreds of artists, driving content revenue growth by over 300% annually.
- Devised and implemented content delivery guidelines that enabled the reuse of assets in advertising and marketing campaigns, resulting in multi-million dollar savings.
- Boosted original content viewership from under 10 million views to over 1 billion views in just three years.
- Developed and commercialized visualizer and lyric videos, ramping up content deliveries by over 10 times in three months.
- Won three Webby Awards and two Clio Awards, with over 15 Webby Awards nominations, for the original content created.

Lonely Planet

Director, Video Product

Sep. 2014 - Mar. 2019

Nashville, TN

- Spearheaded the development and management of Lonely Planet's video product suite, from ideation to successful launch and ongoing profitability, while ensuring adherence to high editorial standards for quality.
- Engineered and implemented customized video ad tech solutions that delivered targeted engagement and shopping options to viewers, improving monetization and ROI.
- Sourced and maintained a cutting-edge technology stack to support video production, delivery, and monetization, focusing on core CMS technologies, AVOD/SVOD monetization options, OTT platforms, and complementary technologies.
- Collaborated closely with editorial teams to create compelling video programming that showcased Lonely Planet's destinations, attractions, and services.
- Innovated and launched custom content, advertising products, and packages for key commercial clients such as Ford, Samsung, GoPro, Etihad Airlines, and Turkish Airlines, achieving a tenfold increase in branded content revenue from \$250k to \$2.5m within the first year.
- Produced the highly successful Best in Travel video series for Lonely Planet in 2016, generating over 500k views and a tenfold increase in viewership compared to the previous year.

Head of Design, Client Solutions

- Directed the multi-disciplinary creative team at Lonely Planet's client solutions studio, overseeing the ideation, execution, and delivery of innovative global omnichannel campaigns for leading brands, tourism boards, and other industries.
- Conceived and executed top-quality branded content campaigns, from initial concepts to final pitches, earning the trust and satisfaction of a diverse range of clients.
- Successfully conceptualized and secured high-value global partnership campaigns for prestigious clients such as Ford and Turkish Airlines, generating seven-figure revenues and achieving exceptional ROI.
- Designed and produced custom guidebooks for Turkish Airlines, with print runs of 10 million copies in ten different languages, demonstrating exceptional project management and coordination skills.

Holdfast Creative

Principal / Owner

Jan. 2012 - Jan. 2015

Santa Barbara, CA

- Led and directed a cutting-edge content studio that specialized in providing high-quality services across a broad range of areas, including creative direction, corporate identity, photoshoot production, packaging design, music packaging, and lookbook and catalog design and production.
- Served a diverse range of prominent clients, including major music labels such as Sony Music, Universal Music, Island Records, DefJam, RCA Records, Capitol Records, and Geffen Records, as well as respected brands such as SRCVinyl, Boot Barn, and Gehry Technologies.
- Delivered exceptional value to clients through innovative design solutions, outstanding project management, and exceptional attention to detail, driving long-term loyalty and repeat business.
- Ensured that all design outputs consistently met the highest standards of quality, innovation, and creativity, positioning the studio as a leader in the industry.
- Maintained excellent relationships with clients, stakeholders, and team members, cultivating a positive and productive work environment that fostered continuous learning and growth.

Deckers Brands

Creative Manager, Teva and Simple Footwear

Nov. 2006 - Jan. 2012

Goleta, CA

- Directed the creative vision for Teva and Simple footwear brands, while overseeing the creative P&L for both brands.
- Led the hiring and management of a talented pool of freelance photographers, filmmakers, and agencies to deliver seasonal creative campaigns, including consumer ad campaigns, brand videos, commercials, consumer catalogs, sales catalogs, packaging, point-of-purchase fixture design, trade show, event and website design.
- Successfully executed top-to-bottom rebranding campaigns for Teva and Simple, resulting in a significant shift in Teva's average consumer age from 48 to 38 and a 60% growth in brand sales between 2009 and 2011. The rebranded 2011 Simple lookbook was also recognized by Communication Arts for excellence in design.
- Established an internal creative team to reduce reliance on more expensive agency partners, resulting in annual savings of up to \$2m.
- Maintained close collaboration with cross-functional teams, ensuring that all creative outputs aligned with the overall brand vision, market positioning, and business objectives.

Lobster Records

Head of Creative & Marketing

Sep. 1999 - Oct. 2006

Santa Barbara, CA

- Served as the Head of Marketing and Creative for a leading Santa Barbara-based indie rock music label.
- Developed and executed advertising efforts and launch campaigns for numerous releases.
- Directed the design of packaging and advertising for all label releases and oversaw the commissioning of music videos, album artwork, and live photography from freelance photographers, video directors, and other artists.
- Designed and produced all print collateral and promotional materials, including CD and LP cover art, print ads, band merchandise, posters, one-sheets, logotype design, websites, stationery, and other materials.
- Demonstrated exceptional project management skills in successfully managing and completing multiple simultaneous projects within strict deadlines to ensure timely release of music and promotional materials.
- Produced and edited several video pieces for enhanced CD and DVD releases, and hosted a weekly podcast with over 10,000 weekly listeners.

Epitaph Records

Freelance Multimedia Producer

Nov. 1997- Nov. 1998

Los Angeles, CA

- Successfully managed the production, direction, and editing of videos featuring live concerts, in-studio footage, and electronic press kits for prominent artists.
- Demonstrated expertise in developing and creating compelling enhanced CD content to support successful retail releases.

Digital Media International

Assistant Designer

Aug. 1997- Jul. 1998

Santa Barbara, CA

- Proficiently managed various aspects of game development, including level design, QA testing, 2D facial animation, and texture design for a variety of branded children's video games.
- Contributed to the development of numerous award-winning titles, including Walt Disney World Animation Studio, the Land Before Time educational software series, and Lego Mindstorm Mars Rover Project for Windows and MacOS.

EDUCATION

UCSB Extension

Project Management, film editing, motion graphics, film studies

SBCC

Multimedia Arts & Technologies, General Education

SKILLS

Leadership, Strategic thinking, Creative problem-solving, Collaboration, Communication, Branding, Graphic design, Advertising, Storytelling, Project management, Budget management, Concept development, Art direction, Team management, Presentation skills, User experience (UX), User interface (UI), Video production, Social media marketing, Content creation, Marketing strategy, Adobe Creative Suite, MS Office, Figma, Canva.

AWARDS

WEBBY AWARDS

2022

Winner

Best Video - Music

Bob Marley Legacy

Best Video - Writing

The Get Down: The Influence of James Brown

Best Video - Diversity & Inclusion

Marvin Gaye "What's Goin' On" - Lyric Video

CLIO AWARDS

2022

Winner - Bronze

George Harrison "Isn't it a Pity"

Music Marketing

Music Animation

BRITISH MEDIA AWARDS

2017

Nominated

Best in Travel 2016

Commercial Campaign of the Year

Partnership of the Year

DIGIDAY AWARDS

2017 & 2018

Nominated

Best Partnership of the year w/ Samsung

Best Partnership of the year w/ GoPro

HSMIA ADRIAN AWARDS

2016

Winner - Gold

Best in Travel 2016 campaign

COMMUNICATION ARTS

July / August 2011

Art Direction

Simple Shoes Fall 2011 Lookbook