

MICHAEL CRONIN

Lead Editor • Content Creator • Brand Specialist

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Creative and technically proficient lead editor and content strategist with 25+ years delivering broadcast, streaming, documentary, reality and branded content for top-tier networks and clients. Proven track record leading post workflows, driving creative editorial direction, and producing high-impact brand content that converts. Strong cross-platform technical fluency, team leadership, and experience integrating modern AI tools into production pipelines.

Core Competencies

- **Lead editing & finishing (offline/online, audio mix, color deliverables)**
- **Branded content, advertising, pitch reels, client-facing production**
- **Post-production supervision, pipeline design, vendor management**
- **Creative storytelling for documentary, reality, lifestyle, and feature formats**
- **Team leadership, client collaboration, budget and schedule oversight**
- **Software & tools: Avid Media Composer, Adobe Premiere Pro, After Effects; modern AI/ML tools (Sora 2, Veo, Seedance, Kling, Wan, ElevenLabs)**
- **Cross-platform delivery formats, broadcast and streaming specs**

Professional Experience

Funcrazybad, LLC – Founder, Lead Editor, Content Creator, Brand Specialist 2006 – Present

- **Founded and manage boutique production/post company providing editorial, finishing and branded content solutions for networks and agencies.**
- **Edited and delivered 200+ hours of broadcast and streaming content for HBO, ABC, CBS, Disney, A&E, Discovery, National Geographic, Bravo, History, MTV, VH1 and others.**
- **Wrote, produced and edited high-impact brand pitch reels that generated over \$5M in advertising production revenue for agencies (Delta Airlines, Harley-Davidson, Mellow Mushroom, Volvo Ocean Race, Florida Institute of Technology, Dale & Thomas Popcorn).**
- **Created national advertising spots and branded content for clients including Delta Airlines, Harley-Davidson, Jeep, Diageo, and Mellow Mushroom.**
- **Integrated AI-assisted workflows and tools to accelerate editing, creative iteration and voice/audio production.**

Freelance Lead Editor – Florida 2000 – 2006

- **Edited award-winning television and documentary content for Lightship Entertainment, Walt Disney World Broadcasting, ESPN, Pink Sneakers, Adrenaline Productions, Remedy Television and 2C Media.**
- **Delivered program-ready episodes and promotional materials under tight broadcast deadlines.**

Freelance Editor – Los Angeles 1998 – 2000

- Edited series and specials for Triage Entertainment, Disney, DreamWorks, CBS and History.

Triage Entertainment, Inc – Post Production Supervisor 1995 – 1998

- Supervised all post production activities (offline/online, audio mix, final deliverables) for 100+ hours of television content for clients including Disney, DreamWorks, CBS, ABC and History.
- Managed editorial teams, schedules and vendor relationships to meet broadcast standards.

Selected Credits (Full credit list available on request) Documentary & Series: Donkey King (ABC, 2026), To Catch a Smuggler (NatGeo, 2025), Booked: First Day (A&E), Secrets of the Zoo: Tampa (NatGeo), When Sharks Attack (Animal Planet), Jack Hanna's Into the Wild (Syndication), Exhumed (Oxygen) Reality & Lifestyle: Help! I'm in a Secret Relationship (MTV, 2024), Louisiana Law (Animal Planet), Mountain Men (History), Island Hunters / Beach Hunters (HGTV), Disney Parks Christmas Day Parade (ABC) Film & Shorts: Altered (Rogue Pictures, 2006), Seventh Moon (Ghost House Pictures, 2008), Cultivating the Wild (PBS), Once Not Far From Home (short) Brand Work: Delta Airlines (3 Doors Down Wartime), Harley-Davidson staff spots, Jeep Band of Brothers campaign, Mellow Mushroom, Dale & Thomas Popcorn

Awards & Recognition

- Daytime Emmy Nominee, Outstanding Achievement in Multiple Camera Editing – Disney Parks Christmas Parade Special (2010)
- Crystal Reel Awards – Best Editing; Editing Short Film, Once Not Far From Home (2006)

Education & Training

- Ongoing professional development in editorial tools, finishing techniques and AI-assisted content tools. (Details available on request)

Technical Deliverables & Availability

- Familiar with broadcast and streaming delivery specs, QC workflows and archival practices.
- Available for lead editorial, finishing, branded content and consulting on post-production pipelines.

References and full credit list available upon request.