

MICHAEL V. CANNETTI

Content Strategist & Multimedia Producer

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SUMMARY

Content strategist and producer who has grown an independent podcast into 182,000+ downloads across 100 countries and driven a single month of organic Instagram reach into the hundreds of thousands — without a paid marketing budget. A decade of turning hands-on production skill (video, audio, curriculum) into measurable audience growth, backed by an MBA in business management and an MFA in narrative storytelling. Combines creative production, audience development, and higher education experience to build engaging digital content that informs, educates, and grows communities.

CORE SKILLS

Content Strategy & Growth:

Organic Audience Growth | Content Calendar & Distribution Strategy | Podcast Strategy & Production | Social Media Analytics | Cross-Platform Content Repurposing

Production:

Video Production (Pre- through Post-) | Podcast Production & Hosting | Curriculum & Course Development | Instructional Design

Technical:

Adobe Premiere Pro, After Effects, Audition, Photoshop, Lightroom | DaVinci Resolve | Avid Media Composer | AI Production Tools (Descript, Riverside, Synthesia, Midjourney, ElevenLabs)

CONTENT & AUDIENCE GROWTH

Co-Host/Writer/Producer, WIZARDS: The Podcast Guide to Comics — 2019–Present. 6 years running, 300 episodes, 182,000+ all-time downloads across 100 countries; companion YouTube channel has 223,000+ views and 1,100+ subscribers. Instagram reach of 258,000+ views in a recent 30-day period, with 97% of that reach from non-followers — evidence the content itself drives discovery, not just an existing audience.

Manage the FDU Arts Instagram account (1,200+ followers), driving up to 242K monthly views with the majority of reach from non-followers.

Host/Producer/Editor, So You Want To Be A Geek — 2024–Present. Built from zero to 22 episodes, 425 downloads, and a YouTube channel at 34,700+ views and 118 subscribers.

Co-Host/Producer/Editor, Box Office 30 — 2020–2023. Ranked top 100 Movie History Podcasts on iTunes.

Creator, "Teaching Tech with Professor Cannetti" YouTube channel.

PROFESSIONAL EXPERIENCE

Multimedia Producer & Curriculum Developer | Fairleigh Dickinson University, School of the Arts (Adjunct)
Jan 2023 – Present

Designed and launched a college-level content creation curriculum integrating podcasting, social media strategy, AI tools, branding, and digital storytelling using industry workflows rather than traditional broadcast models.

Host, produce, and edit the Coming Home alumni podcast (14 episodes) and FDU School of the Arts Podcast.

Supervise work-study students inside a live production pipeline covering CGI, audio, and motion graphics.

Connect students directly with industry professionals for internship and job placement; personally coach resume and interview prep.

Senior College Laboratory Technician | CUNY New York City College of Technology — Environmental Control Technologies & Facilities Mgmt.
Jan 2024 – Present

Direct multimedia production and technology operations for the department — managing computer labs, production equipment, and classroom AV.

Produced video content for the college president's office as part of the "We Are Citytech" institutional recruitment campaign.

Filmed and produced training content for the Professional Development Center; covered the PSC-CUNY CLT Unsung Hero Awards Dinner and multiple departmental recruitment campaigns.

Same Senior College Laboratory Technician role, previously based in the Communication Design department, Apr 2014 – Dec 2023.

Adjunct Lecturer, Communication Design | CUNY New York City College of Technology
Jan 2015 – Dec 2023

Taught film production, screenwriting, and visual storytelling; built a content-creator course covering podcasting, social media, branding, and TikTok production.

Served as Interim Broadcast Track Course Leader, 2015–2017, driving curriculum improvements for the track.

Student Engagement Consultant | Sessions College
May 2025 – Dec 2025

Advised on student engagement strategy for a fully online creative-arts college — direct, relevant experience for remote-first ed content roles.

FILM & VIDEO PRODUCTION

Producer/Second Unit Director, UFO Club (feature film, streaming on Amazon Prime) — Winner, Best Feature Film (Tampa Bay Underground Film Festival); Best Comedy Feature & Best Script (Chain NYC Film Festival); Audience Award Best Feature (Long Island International Film Expo).

Editor, White People Trying (short film adaptation of the graphic novel/poem by David Daniel and George Cochrane) — submitted to the 2024 NJPAC festival; invited speaker at WAMFest.

Writer/Director/Editor, Tattered Pages (short film).

Director/Editor, National Grid Safety Documentary.

Post-Production Assistant, The Weinstein Company.

Additional client work: Vanderbilt Museum, Apple Retail, Dowling College, CA Technologies, regional law firms.

LEADERSHIP & COMMITTEE SERVICE

Vice President, Middle States Committee for Inclusion, Diversity, Equity & Access, CUNY Citytech, 2023–2024 — appointed by Provost Pamela Brown.

Secretary, Dean of the School of Technology and Design Search Committee, CUNY Citytech, 2026 — appointed by Provost Pamela Brown, under Associate Provost Reginald Blake.

EDUCATION

Master of Fine Arts, Creative Writing & Narrative Storytelling — Full Sail University (Class Valedictorian)

Master of Business Administration, Business Management & Leadership — Dowling College

Bachelor of Arts, Electronic Filmmaking & Digital Video Design — Fairleigh Dickinson University

AWARDS & RECOGNITION

FDU Alumni Volunteer of the Year, 2026 (invited acceptance speech) | Riverside.fm Community Advocacy Program, 2026 | Perkins Grant Recipient, 2023 | CLT Unsung Hero Nominee, 2023 | BRESI Grant Award Recipient, 2022 | Short film selected, Cardora Film Festival (London), 2020 | Full Sail University Advanced Achievement Award & Course Director Award