

MICHAEL ELLISON

Producer, Cinematographer, Editor

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EXPERIENCE

GoodRx, Inc. *Senior Video Producer* *April 2021 – February 2025*

- Produced, shot, and edited short documentary content that educates, empowers, and inspires patients with chronic medical conditions to live healthier, more informed lives.
- Ensured the delivery of high-quality, engaging video content under tight deadlines, while upholding editorial, creative, and technical standards.
- Drove \$11M per year in sales revenue from video content produced after 2021.
- Developed and curated GoodRx's YouTube channel, contributing to the publication of 2K videos in 2024, and increasing views by 600% year-over-year, from 2023 to 2024.
- Mentored junior producers and editors, providing guidance throughout the video production process – such as camera operation, lighting, composition and overall visual storytelling.
- Oversaw the edits of junior team members, offering constructive feedback to help them improve their post-production skills and ultimately deliver optimized edits more efficiently.
- Edited videos in Adobe Premiere, and created custom motion graphic animations to help illustrate complex medical topics (using Adobe After Effects).
- Collaborated with cross-functional teams to ensure videos aligned with brand objectives, audience engagement strategies, and medical review standards.

HealthiNation, Inc. *Senior Video Producer* *August 2017 – March 2021 (Acquired by GoodRx, Inc. in 2021)*

- Produced, shot, and edited interview content and supplemental footage that drove organic audience engagement and supported ad sales revenue.
- Conducted interviews and recorded b-roll that covered medical conditions from the perspectives of patients and doctors.
- Created custom video content for syndication partners such as Comcast, Outcome Health, PatientPoint, Trusted Media Brands, Populus, WellRight, Health Media Network, and EVideon.
- Hired and trained a team of video creatives, developed efficient production workflows, and built up a library of best-in-class video content – all ultimately leading to the acquisition of HealthiNation by GoodRx for \$75M.
- Was identified as a "key employee" in the acquisition, as a contributor necessary for HealthiNation's ongoing success.

Everyday Health, Inc. *Producer / Shooter / Editor* *September 2013 – August 2017*

- Directed and shot 275+ docu-style videos featuring CNN's Dr. Sanjay Gupta, telling the stories of extraordinary people managing chronic conditions.
- Produced interview content and b-roll – overseeing lighting, composition, camera motion, and sound – while operating multiple cinema cameras simultaneously.
- Edited and produced final content in a deadline-driven environment, taking notes from multiple editorial, brand, and sales team stakeholders.
- Created a new, custom GFX package in After Effects, collaborating with Everyday Health's brand and graphic design teams.
- Encoded and optimized videos for web distribution and social media.
- Shot and edited videos for other EH contract partners: Randy Jackson, Meredith Viera, Jillian Michaels, What to Expect, and Medpage Today.
- Organized a large server-based archive of video projects.
- Curated EH's online media platforms (Brightcove, Vimeo, YouTube).

SKILLS

Camera / Operation

- Sony Cinema Cameras: A7SIII, FX3, FX6, FX9
- Canon Cinema Cameras: C300 Mark III, C70, C80, C500 Mark II
- Blackmagic Cinema Cameras: BMPCC 6K, Ursa Mini Pro 4.6K, Ursa Cine 12K LF
- Arri Cinema Cameras: Amira, Alexa Mini
- DJI Ronin: RS2, RS3 Pro, RS4 Pro
- DJI Drones: Mavic 3 Pro, Mini 4 Pro
- Steadicam operation

Additional On-Location Capabilities

- Conduct interviews
- Oversee lighting, grip, and electric
- Sound mixing / boom operation
- Live streaming
- Set construction & design
- 1st AC work / pull focus
- Direct talent

Video Editing

- Adobe Creative Cloud: Adobe Premiere, After Effects, Media Encoder, Illustrator, Photoshop
- DaVinci Resolve
- Topaz Video AI
- Sony Catalyst Prepare

Video Hosting

- JW Player
- Brightcove
- Vimeo
- YouTube

Production Management

- StudioBinder
- Frame.io
- Celtx
- Yamdu
- Asana

EDUCATION

James Madison University

*Class of 2013, School of Media Arts & Design
Concentration: Digital Video & Cinema*

