Michael Scott Cunningham

CREATIVE MARKETING / MULTIMEDIA DESIGN / APPLIED AI

CONTACT

Phoenix, Arizona · fugi9963@gmail.com
MichaelScott.me · linkedin.com/in/michael-scott-cunningham

PROFILE

Creative marketing leader with 20+ years of experience spanning multimedia production, brand development, live events, and business ownership. Leads creative execution for Mi-Pod and associated brands while advancing AI adoption across content production and sales enablement. Combines creative direction with hands-on design, photography, video, and motion work to carry projects from concept through delivery.

EXPERIENCE

Mi-One Brands (Mi-Pod Wholesale)

Event and Creative Marketing Manager

July 2025 - Present

Phoenix, AZ

- Lead creative direction and event marketing for Mi-Pod and associated brands, overseeing visual assets across digital, print, and live experiences.
- Direct photography, video, motion design, and campaign assets supporting product launches, retail initiatives, and sales teams.
- Lead AI adoption to streamline creative production and sales enablement, connecting emerging tools with practical team workflows.
- Manage trade show activations, sponsorships, booth design, and signage for events including Arizona Bike Week, CHAMPS, and NACS.
- Align creative priorities with sales, product, and leadership teams while managing vendors, budget allocation, and production delivery.

Multimedia Designer

October 2022 - August 2025

Phoenix, AZ

- Created graphic design, product photography, advertising, and video content for digital campaigns, social media, print, and trade shows.
- Improved video production speed and quality to support stronger social media engagement.
- Led AI integration across teams to streamline content creation, data management, and workflow automation.
- Coordinated trade show materials and vendor logistics while ensuring marketing assets met FDA marketing requirements.

CREATIVE

Creative direction · Brand strategy · Graphic design · Photography · Video production · Motion design

LEADERSHIP

Event marketing · Trade show production · Project management · Vendor relationships · Budget management

APPLIED AI

Creative workflows · Content production · Sales enablement · Workflow automation

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EARLIER EXPERIENCE

January 2020 - August 2022

Trask Performance

Brand and Image Specialist

- Led branding, photography, video, graphic design, and social media; used market research and sales analysis to guide campaigns, promotions, and events.
- Created approximately 95% of the brand's Instagram posts from August 2021 through August 2022, including graphics, photography, video, and copy.

January 2013 - August 2019

HeadKace Motorcycles

Business Owner

- Founded and operated a custom motorcycle business, managing sales, client consultations, vendors, inventory, branding, and social media.
- Designed and fabricated custom motorcycles and aftermarket parts, including award-winning, high-performance builds.

2008 - 2013

Tempe, AZ

Michael Scott Photography

Studio Owner

2006 - 2008

Reed Rahn

Commercial Photography Intern

EDUCATION

The Art Institutes

CONTINUING LEARNING

AI certificates and professional development

Microsoft · LinkedIn Learning
Anthropic · OpenAI · AI Daily Brief

2023 - 2026

FOCUS AREAS

Generative AI · AI imaging
Microsoft Copilot · Responsible AI
AI-assisted search · Workplace productivity · Model evaluation

AI CERTIFICATES

Generative AI Imaging: What Creative Pros Need to Know
LinkedIn Learning | May 2025

Copilot for Microsoft 365: Helpful Tips for Sales Professionals
LinkedIn Learning | September 2024

Career Essentials in Generative AI by Microsoft and LinkedIn
Microsoft | July 2023

ADDITIONAL LINKEDIN LEARNING CERTIFICATES | JULY 2023

Introduction to Artificial Intelligence
Ethics in the Age of Generative AI
Generative AI: The Evolution of Thoughtful Online Search
Streamlining Your Work with Microsoft Bing Chat
What Is Generative AI?