

MICHAEL ZELIGS, MST

Fractional CMO | VP of Marketing | Marketing Technologist

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SUMMARY

Stanford CCRMA-trained media engineer with advanced front-end coding, scalable media systems expertise, and 15+ years producing for technical products for startups and enterprises. Daily coder (Python, HTML/CSS/JS, JSON-LD, ffmpeg, automation frameworks) specializing in video engineering and digital signal processing. Scaled ABM, PR, and CRO systems that raised \$120M+ in funding and accelerated sales cycles for SaaS, AI, climate-tech, and consumer hardware. Unique blend: technical engineering foundation in scalable media production combined with executive-level marketing leadership.

CORE TECHNICAL STACK

Languages & Frameworks

Python3, R, HTML/CSS/JS, JSON-LD, Django, Flask, Node.js

Media & Signal Processing

ffmpeg, AV transcoding, Videography, Volumetric video workflows, inline/off-axis holography, 3D animation

Automation & Scale

Email triage bots, ABM automation, variant generation (ads, video, HTML), automated YouTube metadata management

Marketing Platforms

Salesforce, HubSpot, Marketo, Pardot, Google Analytics, GA4, Looker Studio

Creative & Production Tools

Figma, Adobe Creative Cloud (Premiere, After Effects, Illustrator, Photoshop), Final Cut Pro X

Web Development

High-converting headless websites, landing pages, sales funnels, responsive design

Video Production

Numerous Director of Photography and Cinematography Contracts, Managing Producer

Graphic Design

1-Day Turanround for iterations on layouts, designs, and graphical branded sales content

EDUCATION & TECHNICAL TRAINING

Stanford University – Center for Computer Research in Music and Acoustics (CCRMA)

BA in Media, Science, and Technology (MST): Video Engineering & Digital Signal Processing, 2010

- Advanced coursework in interactive displays, scalable media systems, and conference/exhibit applications
- Front-end development training: HTML/CSS/JS, responsive design, multimedia integration
- Specialized in volumetric capture, AV transcoding pipelines, and real-time signal processing
- Published research collaborations bridging electromagnetic and acoustic spectra

PATENTS & PUBLICATIONS

- **Telecommunications Patent:** "An Impedance-Matched, Mechanically Tunable, Self-Resonant Quadrafilary Helical Phased Array for Low-Power Tx-Rx on OTH Radar, UHF Near-Space, and X-Band Deep-Space Frequency Regimes"
- **Signal Processing Patent:** "Cubic Conversion Method and System for Bidirectional Mapping Between Electromagnetic and Acoustic Spectra"
- Published researcher in video engineering and digital signal processing with multiple technical papers and Stanford CCRMA research collaborations

PROFESSIONAL EXPERIENCE

Start Motion Media – Co-Founder, Head of Marketing & Director of Post-Production

Petaluma, CA | December 2023 – October 2025

- Spearheaded nationwide creative campaigns blending video, 3D animation, and volumetric workflows for Smithsonian, Discovery Channel, BET, Ellen DeGeneres Show, and Amazon Fire TV Advertising

- Designed scalable video pipelines enabling 100+ automated campaign assets, reducing production costs by 40%
- Built scalable volumetric capture pipelines and inline/off-axis holography workflows for cutting-edge installations
- Deployed bulk AV transcoding and automated YouTube metadata management systems processing 100+ videos
- Directed marketing strategies and creative execution for enterprise brands and emerging startups, guiding partners from ideation to measurable growth

Clickwork AI – Marketing Lead

August 2023 - November 2023, Contract

- Helped secure \$100M+ Series A funding by building targeted ABM campaigns, PR communications, and scalable investor messaging assets
- Collaborated with executives and engineering teams to craft technical narratives that resonated with enterprise buyers and investors

DF.it – Director, Product Marketing

July 2023, Contract

- Led product marketing, campaign strategy, and content creation for large-scale digital campaigns
- Produced integrated video, web, and marketing deliverables aligned with customer needs and business objectives

Get Storied / WPS – Senior Project Manager

September 2022 - June 2023

- Produced integrated video, web, and marketing deliverables for large-scale campaigns
- Specialized in connecting organizational vision with storytelling frameworks that inspire action

Terabase Energy – Senior Project Manager

October 2021 - August 2022 (Concurrent with Intersect Power)

- Developed ABM campaigns and GTM strategy for digital twin utility-scale solar technology
- Promoted clean energy solutions with marketing strategies grounded in empathy and human-centered design
- Led product marketing, campaign strategy, and content creation for technical audiences

Intersect Power – Senior Project Manager

October 2021 – August 2022 (Concurrent with Terabase Energy)

- Directed marketing campaigns for renewable energy initiatives, delivering investor-grade content for 2.2GW solar and 1.4GWh battery projects
- Collaborated with executives, engineers, and creative teams to deliver measurable growth merging innovation with sustainability messaging
- Ensured messaging reflected broader mission of sustainability and community empowerment

Amazon Advertising (Fire TV) – Senior Project Manager

September 2020 – September 2021

- Directed product marketing, campaign strategy, and AV systems for bulk streaming ad campaigns
- Built scalable transcoding and metadata automation pipelines for high-profile TV commercials
- Ran internal video desk solely responsible for Amazon Fire TV commercial production
- Collaborated with executives, VP of Marketing, and creative teams to deliver measurable campaign performance

Jelly Comb – Director, Product Marketing

September 2019 – August 2020

- Led product marketing, campaign strategy, and content creation for consumer electronics
- Produced integrated video, web, and marketing deliverables for large-scale e-commerce campaigns
- Balanced technical production with storytelling impact to resonate across diverse audiences

Amazer Bath – Director, Product Marketing

March 2019 – August 2019



- Led product marketing, campaign strategy, and content creation for D2C home goods brand
- Collaborated with executives and creative teams to deliver measurable growth

Orolay Jackets – Director, Product Marketing

November 2017 – February 2019

- Led product marketing and campaign strategy for viral apparel brand
- Helped elevate consumer brand into cultural phenomenon by connecting with authentic lifestyle storytelling
- Produced integrated video, web, and marketing deliverables for large-scale campaigns

FocusCalm – Director, Product Marketing

October 2016 – October 2017

- Built global brand and consumer messaging for biometric brain performance device
- Developed brand narratives emphasizing emotional connection between technology and user well-being
- Collaborated with executives, engineers, and creative teams to deliver measurable growth and product-market fit

Baubax Travel Jackets – Director, Product Marketing

May 2015 – September 2016

- Drove \$20M seed funding through high-converting digital campaigns and end-to-end asset production
- Led product marketing and CRO optimization for D2C travel apparel crowdfunding success
- Focused on campaigns rooted in customer frustrations and aspirations, building trust that drove loyalty

Start Motion Media – Product Marketing Specialist & Account Manager

Petaluma, CA | June 2010 – April 2015

- Founded and scaled Start Motion Media, producing award-winning creative campaigns for startups and SMBs
- Designed high-converting HTML/CSS headless websites, landing pages, and sales funnels driving millions of impressions and B2B leads
- Managed client relationships with Sutter Hospital, Structure.io, Zipbuds, Dreampad Sleep, Novadontics, Konnected.io, HDS Global, and Tap Systems
- Directed cross-functional marketing, copywriting, graphic design, and video production services
- Built automated media pipelines and inbound marketing systems for Fortune 500 brands and VC-backed startups

SELECTED CLIENTS & CAMPAIGNS

Amazon Advertising (Fire TV)

Built AV transcoding pipelines & bulk campaign automation for streaming ads

Google

PR + investor comms projects for enterprise digital initiatives

Kleiner Perkins

Marketing campaigns and pitch assets for portfolio startups

Clickwork AI

ABM + PR comms, helped secure \$100M Series A

Terabase Energy

ABM + GTM strategy for digital twin utility-scale solar

Intersect Power

Investor-grade content & PR for 2.2GW solar and 1.4GWh battery projects

Baubax

Directed campaigns raising \$20M seed for D2C travel apparel

Konnected.io

IoT smart home launch; OEM partnership growth strategy

HDS Global

Product marketing for frozen food RFID supply chain

Sutter Health & Airbus

Enterprise healthcare brand + aerospace B2B marketing & PR

LEADERSHIP & COMMUNITY

Ordained minister with the Church of Universal Life (2010 – Present). Experienced community leader, interfaith facilitator, choir director, and public speaker with a passion for inspiring collaboration, resilience, and creativity across diverse audiences. Skilled in building trust through empathetic listening and translating insights into meaningful action.

