

MICHAEL WELFLE

PRODUCER / PRODUCTION & POST SUPERVISOR



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ABOUT ME

I'm a Producer with 14 years of experience in TV, film, and tech. I started in TV, film, and documentary, and for the past decade I've led content at Shopify, producing branded films, doc-style stories, and YouTube series. Experienced in budgeting, scheduling, team leadership, and post-production.

SKILLS

- Budgeting
- Scheduling
- Problem-Solving
- Leading & building teams
- Strong Communication
- Project Management Tools
- Adobe Creative Cloud
- AVID Composer
- Camera, lighting & audio operation
- Media servers & asset management
- Google Docs & Cloud Environment

EXPERIENCE

PRODUCTION & POST PRODUCTION SUPERVISOR

Shopify

November 2015 - Present

- Produced 500+ videos, including branded campaigns, documentaries, YouTube series, and internal events
- Led cross-functional teams of up to 13 across production, post, and design
- Managed budgets, schedules, insurance, and crew coordination for global content
- Developed scalable workflows & delivery pipelines for video production
- Led end-to-end execution for live event content and multi-day shoots
- Collaborated closely with creative, marketing, and executive teams

Digital Doc Series

- [And Nowhere Else](#) | 5 eps x 15-18 min
- [Beauty Mark](#) | 5 eps x 16-20 min
- [Merchant Short Docs](#) | 47 eps x 3-5 min
- [Shopify Films](#) | 6 eps x 20-30 min

TV Series / Films

- [Own the Room](#) - Disney+ / NatGeo (Feature Doc) | 90 mins
- [Born for Business](#) - Peacock / Crave (TV Series) | 10 eps x 22 min

YouTube Series

- [Canada 150 Series](#) | 6 eps x 5-6 min
- [Curious Business](#) | 11 eps x 8-10 min
- [Guess My Hustle](#) | 12 eps x 10-12 min
- [Make My Space Work](#) | 27 eps x 10-15 mins
- [My WTF Story](#) | 12 eps x 4-5 min
- [New Money / Season 1 + 2](#) | 24 eps x 4-5 mins
- [New Money / Season 3](#) | 8 eps x 10-12 mins
- [Tasty Business](#) | 11 eps x 4-5 min

EXPERIENCE CONTINUED

PRODUCTION COORDINATOR

VICE Media

August 2015 - November 2015

- [Rise](#) - Viceland (Doc Series) | 1 ep x 1 Hour
- [Payday](#) - Viceland (Doc Series) | 2 eps x 1 Hour

PRODUCTION COORDINATOR

Proper Television

February 2013 - August 2015

- [Blood, Sweat & Tools](#) - Discovery Channel (Competition Series) | Season Finale - Live in Studio
- [Yukon for Sale](#) - CMT Canada (Lifestyle Series) | 13 eps x 30 mins
- [Don't Drive Here](#) - Discovery Channel (Lifestyle Series) | 6 eps x 1 hour
- [Hardcore Heroes](#) - Discovery Channel / History Channel (Docu-drama Series) | 6 eps x 1 hour

PRODUCTION COORDINATOR

Entertainment One (eOne)

August 2012 - December 2012

- [Dangerous Persuasions](#) - Investigation Discovery (Docu-drama Series) | 6 eps x 1 hour
- [Treasures Decoded \(Secrets\)](#) - Smithsonian Channel (Docu-drama Series) | 5 eps x 1 hour

EXECUTIVE ASSISTANT

Associated Producers Ltd

November 2011 - August 2012

- Producer's Assistant to Ric Esther Bienstock
- Production Assistant on a variety of shows
- [Tales From The Organ Trade](#) - HBO, Global TV and Canal D (Feature Doc) | 90 mins | Production Secretary
- The Age of Anxiety - CBC Doc Zone (Feature Doc) | 90 mins | Production Assistant
- [The Jesus Discovery](#) - Discovery Channel US, Vision TV (Feature Doc) | 90 mins | Transcriber

CAMERA OPERATOR & COORDINATOR

Faust Films & Tilt Cinema

June 2011 - January 2012

- Feature Documentary In Development - Demo
- Worked as a camera operator, sound recordist and gaffer
- Coordinated & filmed with a small crew in Toronto, Canada and Paris, France