

MICHAEL CALLAHAN

Creative Director | Capture Lead

thecallahan@gmail.com | callmecallahan.com | linkedin.com/in/callmecallahan | Los Angeles, CA

PROFILE

5x Clio Award-winning Creative Director and Capture Lead with 13 years directing game trailers for Xbox, EA, Ubisoft, Bethesda, Warner Bros., and Sega. **130+ trailers** and commercials, **250M+ organic views**. Serves as the day-to-day creative lead for client marketing teams from kickoff through final delivery, and works directly with developers to build the debug and camera tools that high-end capture requires. Writes the scripts, directs capture teams of up to 40 artists, and leads editorial, motion, design, and VO from concept through final cut.

CORE COMPETENCIES

- Capture Pipeline Design & Team Building
- Scriptwriting & VO Direction
- Concept Development & Campaign Strategy
- Live-Action & Talent Direction
- Gameplay Choreography & Cinematography Direction
- Client Presentation & Pitch Deck Creation
- Editorial, Motion & Design Direction
- Hiring, Mentorship & Freelance Roster Management

EXPERIENCE

Freelance Creative Director / Capture Director | Game Advertising

Aug 2013 – Present | Hammer Creative, Scout House, Ayzenberg, TriplePoint PR, Dark Burn

Clients: Xbox, EA, Ubisoft, Bethesda, Warner Bros., Sega | On-site at DICE, EALA, Respawn, ZeniMax, Airship Syndicate

- **DUST: Origins:** Creative Director for the announce trailer and crowdfunding video; directed a two-day live-action shoot in Austin. World premiere at gamescom Opening Night Live 2026.
- **Stormgate:** Directed Simu Liu for character VO and directed gameplay for The Game Awards trailer; directed dev diary videos on-site with Frost Giant Studios in Irvine.
- **Meta Quest VR:** Led creative end-to-end for 8 flagship trailers, overseeing scripting, production, motion graphics, and editorial. Directed both gameplay and live-action elements.
- **Minecraft:** Directed gameplay capture on 13 trailers for Xbox, including the Star Wars DLC launch and the PC Game Pass Announcement trailer, winner of 2 Clio Awards including Silver for Gameplay Trailer.
- **The Elder Scrolls Online:** 8 weeks on-site at ZeniMax, creative directing the internal development team across multiple trailers.
- **Hitman 2:** Created and directed a 10-trailer campaign for IO Interactive and Warner Bros.; wrote every script, directed gameplay and VO, and set the creative framework for the franchise relaunch.
- **Rainbow Six Siege:** Defined the visual language and directed all cinematography for the social-first "Outplan to Outplay" campaign, winning 3 Clio Awards including Bronze for Game Capture Cinematography.
- **Star Wars Battlefront 1 & 2:** Directed up to 40 capture artists in cinematic battle choreography on-site at DICE Stockholm and EALA; co-wrote scripts and directed storyboard artists and animators on bespoke cinematic sequences.
- **Battlefield 1:** Led a capture team of 10 on-site while managing a second team of 10, keeping both aligned with editorial in Cologne.

Additional credits: Titanfall 1 & 2, Battlefield 4 & Hardline, Quake Champions, and more.

Creative Director, Capture Lead | Snack Creative

Apr 2024 – Nov 2025 | Remote

- Primary client-facing creative from pitch through final delivery: wrote scripts, presented treatments, and directed capture, editorial, motion, and VO on hero trailers and social cutdowns, including Shinobi: Art of Vengeance for Sega and the Open Beta trailer for Wildgate that played at Summer Game Fest 2025.
- Scaled the capture team from 2 to 12 artists and built the onboarding, scheduling, and handoff systems that let the agency run multiple campaigns at once.
- Partnered with each studio's development team to build out the debug and camera tools capture required.
- Mentored two former professional Valorant players into cinematography and production leadership; both were hired by Riot Games as capture artists.

Select Titles: Shinobi: Art of Vengeance (Sega), Wildgate, Spectre Divide, Lynked: Banner of the Spark

EARLIER CAREER

Producer, Ignited (2013 – 2014), Sony, Google, DTS, Turtle Beach / Assistant Director, Commercial & TV (2009 – 2014), Coca-Cola, KFC, Jaguar, CBS, NBC.

HONORS, COMMUNITY & EDUCATION

Honors: Industry Peer Judge, 2026 GEMA Awards (Video Games)

Community: Co-founder, Creative Brief: bi-monthly LA event for game industry creatives, ~150 attendees from ~47 companies

Education: USC, MFA Film Production / UC Davis, BA English / Film

Tools: Adobe Premiere Pro, Frame.io, Monday.com, ClickUp, Asana, proprietary and in-engine camera tools