

**Michael J. Kranicke**  
845 Terrace Circle S., Boulder, CO 80304  
773.991.2197 ~ michael@voodooings.com

## **Professional Summary:**

Effective and imaginative music industry professional with over 25 years of experience spanning music creation, performance, production, broadcast, and audio engineering. Accomplished at composing, engineering, and managing large-scale projects for television, film, and corporate clients. Proven results in business operations, digital distribution, and media production.

## **Core Competencies:**

- Music Composition & Performance
- Sound Design, Audio Engineering & Post-Production
- Broadcast & Field Audio
- Studio Recording & Mixing
- Music Licensing & Branding
- Live Event Sound & FOH Mixing
- Peer to Peer Marketing Strategies
- Digital Distribution & Social Media Marketing
- Business Management & Client Relations

## **Professional Experience:**

### **Professional Composer / Performer / Musician**

- Extensive touring experience across the U.S. and Europe, including television appearances on ABC, NBC, and CBS.
- Music licensed for major motion picture and television series.
- Custom music and sound design for independent films, industrial applications, and corporate communications. Clients include ESPN, Ameritech, Wells Fargo, NTSB among others.

### **Owner / Operator | VOODOO KINGS INC.**

- Founded and managed independent music production company specializing in live performance, recording, sound design, and licensing.
- Compose and perform original music for television, film, and corporate clients, including McDonald's, ESPN, Motorola, and Michigan Public Television.
- Oversee all aspects of business operations, including financial management, marketing, and artist relations.
- Lead sound designer and audio creative for annual corporate sales event for major financial institution.

## **FOH / Broadcast & Field Audio Engineer**

- Clients include CBS, ABC, NBC, ESPN, NFL Network, NBA TV, NHL Network, HGTV, Waypoint Films, CNBC, MSNBC, PBS, BBC, and more.

## **Notable Shows**

- 60 Minutes, CBS Sunday Morning, Dateline, The Today Show, Good Morning America, ESPN SportsCenter, PBS Frontline, NFL Sunday Night Football, and more.
- Engineered high-profile broadcasts and live events.
- Audio recording, mixing, and troubleshooting for live and studio productions.
- Managed studio setups and field production for various networks.
- Field audio engineering for commercials, industrial projects and award-winning documentaries.

## **Post-Production & Studio Engineering**

- Engineered sessions for commercials, television, and corporate events.
- Audio sweetening sound design and editing for clients including: PBS, McDonalds, Abbott Labs, AMTS Companies, Norwest Finance, Wells Fargo, Upjohn/Meade, Keller Graduate School, Motorola.
- Script supervising, sound design, voice-over recording, audio editing and music composition for major brands and networks.

## **Music Business & Digital Distribution | Voodoo Kings Productions**

- Developed client relationships with production companies, entertainment agencies, and media firms.
- Managed digital distribution, e-commerce, and music branding strategies.
- Developed and managed social media presence, developed and implemented digital and traditional marketing strategies.
- Responsible for website image, creative/image maintenance, digital distribution, Peer to Peer (P2P) group development, and web presence and social media management campaigns.

## **Education:**

### **Berklee College of Music, Boston, MA**

- Bachelor of Music, Concentration: Performance, Composition, and Music Business

## **Certifications & Memberships:**

- Member of ASCAP (Publisher & Writer)
- Berklee College of Music Alumni Association
- NABET & IBEW Member
- Dante Level 1 Certified

## **Technical Proficiency:**

- Pro Tools, Logic, Reason, Ableton Live, Yamaha DM 1000 & 2000, Euphonix CS3000, Sound Devices Field Mixers, Lectrosonics Wireless Systems, Sennheiser Mic Systems, Tentacle TimeCode Systems .