BRUCE BRACKEN

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STORY DEVELOPMENT & VIDEO LEADERSHIP

Documentary & Food Photography · Series Development · Creative Teams & AI Workflows

> *"From the start, he led with clarity, trust, and a strong sense of purpose. He gave the team ownership of our work, encouraged new ideas, and always balanced vision with practicality. Bruce could move seamlessly between big-picture strategy and hands-on creative guidance, which made the work both better and more enjoyable."*
>
> *– Robert Petrillo, Podcast Producer (Direct Report)*

SUMMARY

Before recording each guest on Luminaries in the Dark, spent an hour off the record learning about their life and finding the questions worth pursuing. Developed and filmed a water-pump technician's story in the Central African Republic. Built Microsoft's podcast business from zero to 25+ shows. The work spans intimate character stories and a global publishing slate, with personal responsibility for what gets made and why an audience should care.

Brings hands-on filmmaking, food photography, and restaurant experience as an assistant kitchen manager, alongside experience hiring and developing creative teams. Now builds Artwell's story tools and Maritide, a mobile marine app, and uses practical AI workflows to give creators more time for the story.

PROFESSIONAL EXPERIENCE

ARTWELL.AI & MARITIDE.IO | Snohomish, WA — 2025 – Present

Founder & Principal Architect

Current creator tools, AI-assisted production workflows, and web and mobile product development

- **Built Artwell's transcript-editing workflow** – connects written edits to cut-aware audio playback and word-by-word highlighting, so creators can review the actual recording while shaping a story
- **Conceived, wrote, directed, and finished The Adventure List** – a two-minute generative film drawn from a father-and-son memory; controlled shot composition and continuity, then edited picture and sound to preserve the intended story
- **Designed a published author's AI-assisted writing workflow** – accelerated drafting and revision while the author retained control of voice, judgment, and final text

MICROSOFT | Redmond, WA — 2008 – 2025

Head of Narrative Strategy & Digital Experiences | Senior Executive Producer (2018 – 2025)

Founded the global podcast program and ran its creative, production, and publishing work across 300+ assets annually

- **Built the podcast business from the first business case through the slate** – spent a year winning support, then worked with requesting teams to develop each show's audience, format, and editorial direction; decided which concepts to produce and when
- **Hired, developed, and led a 15+ person team** – managed direct reports as well as production partners, gave specific creative feedback, and coached contributors who advanced into senior roles at their studios
- **Developed executive-led interview shows** – partnered directly with Ann Johnson on Afternoon Cyber Tea and with Scott Hanselman and Mark Russinovich on Scott & Mark Learn To; shaped interview material and coached hosts on mic
- **Piloted video before expanding the format** – tested Scott & Mark Learn To to resolve concerns about added cost and complexity, refined the production approach, and offered video to other shows where it served the conversation
- **Contributed creator, production, and audience expertise** to Microsoft Research and Garage generative-audio work, and kept advising the team through its release as Copilot Daily and Copilot Podcasts

- **Reached 2M+ listens and views across the portfolio** with 78% average completion and 4.9/5 satisfaction; five shows ranked in the global top 3% of 3.5M podcasts
- **Connected content to business results** – one program generated $59M in attributed Azure Consumed Revenue at 116:1 marketing ROI
- **Ran the portfolio at 15+ concurrent productions** with studios, agencies, and freelancers under contract, and tightened the launch playbook until a new show went live in under a week
- **Owned the $1.6M+ annual production budget behind the whole slate** – negotiated contracts and production bids, matched partner capacity to the work, and reduced episode pricing from $7K–$20K to $2K–$3K
- **Worked with marketing, creative, and brand agencies on long-running campaigns** – blogs, newsletters, ad placements, and audio promos
- **Made episodes easier to discover and share** – created show notes and social copy, then paired them with images, audiograms, and host/guest bios for the show's owning team and the guest's own channels
- **Automated quarterly audience reporting** – AI-written scripts gathered per-show platform metrics and generated review decks for partner teams, with personal review before distribution
- **Led the production team's Copilot adoption** – improved research and writing workflows, coached hesitant producers, and cut production time and associated cost 30–50% while completion and satisfaction held
- **Owned talent and media clearances** – built the release-form process and worked with Microsoft's legal and brand teams on permissions for people, music, graphics, and imagery

Senior Video Producer (2015 – 2018) | Video Producer (2010 – 2015)

Hands-on studio and field production, product education, and reusable video formats

- **Produced 200+ how-to and product-education videos for Microsoft Office** – used Adobe Creative Cloud and viewer feedback to maintain a 75% average Helpful Rating, with individual titles reaching 88%
- **Built the in-house studio** – established live-action and green-screen stages, installed camera, lighting, and audio equipment, and authored production standards with reusable motion-graphics guidance
- **Invented a short, voiceover-free format for Office product videos** – gave viewers a quick look at a product feature in 10–30 seconds; loose interface framing kept the creative useful through multiple software updates
- **Raised the finish of product films** – used 3D models and Foley sound to clarify demonstrations, and personally worked across editing, motion graphics, and sound in Adobe Creative Cloud

Programmer/Writer – Office Content Publishing (2008 – 2010)

- **Made the case for the organization's first Video Producer role** – created a video demonstrating a developer tool built personally, then used its reception to show leadership what dedicated video production could contribute

INDEPENDENT DOCUMENTARY & CREATIVE PRACTICE

- **Developed Mac's character story for Water for Good** – conducted pre-interviews and filmed the local pump technician's portrait in the Central African Republic
- **Hosted Luminaries in the Dark** – held an hour-long informal pre-interview before every recording to establish trust and explore each guest's history and formative experiences; earned a People's Choice Podcast Award
- **Founded Life Happens Photography** – photographed food, portraits, and documentary subjects, alongside event and lifestyle work; brings lighting and composition experience to both people and the plate
- **Wrote and directed Monster Mash** – completed a short film under the 48 Hour Horror Project's constraints; won Best Director and screened at 12 festivals with nominations for screenplay and sound design

PRODUCTION PRACTICE

- Development – research, pre-interviews, treatments, scripts
- Production – studio and field direction, camera, lighting
- Post – Premiere Pro, After Effects, Audition
- Photography – food, portrait, documentary
- Delivery – Frame.io, Riverside, releases and publishing
- AI – Copilot, Claude, GPT; transcript and workflow tools

FOOD & FIELD EXPERIENCE

- **Worked grill and prep in Boulder restaurants** – including a period as assistant kitchen manager; continues to cook and photograph food
- **Brings substantial personal boating experience** – piloted speedboats and a river houseboat, with canoe and kayak experience; visited Alaska several times, including small towns and camping in Homer
- Flies DJI drones for photography and video

SELECTED RECOGNITION

- **Three consecutive Microsoft "Exceptional" performance ratings (2023–2025)** – recognized for strategic business impact
- **Microsoft OneWeek Hackathon Grand Prize and Tech for Good Award** – directed, shot, and edited the Steve Gleason / Ability Eye Gaze film in under two days; the project won among 2,200 teams
- **Microsoft Cloud Marketing SNAP Award Finalist** – excellence in security storytelling for Security Unlocked

EDUCATION & CRAFT TRAINING

University of Memphis – BA, English (Creative Writing) · Minor: Computer Science

Visual Storytelling 1 & 2 – Alex Buono · Directing Through Motion – Vincent Laforet

Cutting Edge – Adam Epstein · Sound Advice – Frank Serafine & Mark Lewis

Documentary Filmmaking 1 & 2 – Seattle Film Institute · Directing for Film / Acting for the Camera – John Jacobsen

Voiceover Workshop 1 & 2 – University of Washington · Three years of private voiceover study