



Wanderlust Productions

Storytelling That Connects. Content That Inspires.

[Website](#)

[YouTube](#)

[LinkedIn](#)

[Instagram](#)

I'm Michaela Potter,

a creative content producer passionate about collaborating with mission-driven organizations to craft compelling stories.



And I love puzzles.

Why should that matter?

Because storytelling is like solving a puzzle:

assembling diverse pieces like video, photos, audio, and graphics to create an impactful narrative.

Whether it's short social media clips or comprehensive mission videos, I thrive in organizing assets into beautiful and cohesive stories.

With expertise in **video production, photography, and graphic design**, I offer efficient solutions, whether you need to build a content library or repurpose existing materials. I work seamlessly both independently and collaboratively, adapting to various roles and team environments to deliver results that fit your vision.

HAVE A STORY TO TELL?

Let's piece it together beautifully.

michaelapotter@gmail.com

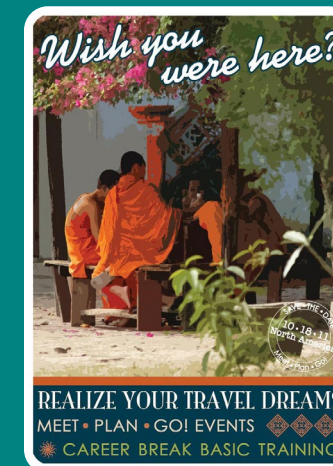


Corner Pieces In My Career:



I've filmed interviews with two Nobel Peace Prize winners: Archbishop Desmond Tutu and journalist Maria Ressa.

I've been on the team for a World-Record Setting event and my work was included in a display at Ripley's Believe It or Not! in NYC.



In 2010 I co-founded a North American community inspiring career break travel.

Our goal was a career break on every resume – an option you can now add to your LinkedIn profile. (We were also featured in the NYT Travel Section!)



Wanderlust Productions

Services

My skills in video production, photography, and graphic design allow me to be a one-stop shop creative resource for my clients – *making for an efficient and affordable process.*

Is your team overwhelmed? Bring me on board for:
Special Projects | Content Creation | Collaborations | Campaigns

I work with teams across multiple departments, including:
Communications | Marketing | Development

Video Production

- Filming (interviews/b-roll)
- Editing
- Interviewing
- Transcriptions
- B-roll Components
- Motion Graphics
- Music Selections
- Content Strategy
- Project Management
- Professional & pleasant demeanor

Visual/Digital Content

- Photography
- Event Branding
- Logo Design
- Presentations/Templates
- WordPress and SquareSpace management

Skilled In Adobe Creative Suite:

Premiere Pro • Photoshop • Illustrator • InDesign • After Effects

CLIENTS



Big Apple Greeter



Empath
Labs

girl scouts
of greater new york





FEATURED PROJECT

Content Library



Client Puzzle

After 30 years as a chapter of a global organization, **enCourage Kids Foundation** (formerly *Starlight Children's Foundation NY*NJ*CT*) become an independent non-profit in October 2015.

Solution

I was tasked with managing and producing new digital and marketing content, including launching a website and building a social media presence.

- Created a **new website and blog** showcasing programs, events, and community partners; trained staff to manage content.
- **Created a media library** by photographing and filming programs and events.
- **Edited videos** to highlight the organization and programs.
- **Established social media** presence (including Facebook, Instagram, YouTube, and LinkedIn) and created an internal social media policy.
- Since 2019, I've been **consulting with the organization** on graphics and assets for events and fundraising campaigns.

[More on this Project](#)[EKF Videos](#)

Changing Lives One Smile at a Time

[ABOUT](#) [PROGRAMS](#) [GET INVOLVED](#) [EVENTS](#) [BLOG](#) [TALES OF COURAGE](#) [DONATE](#)





FEATURED PROJECT

Content Library



Client Puzzle

For the first 9 years, Kids for Kids Foundation focused on raising funds for St. Jude Children's Research Hospital, using St. Jude's materials and language.

As they expanded to support more NYC-area organizations, establishing a distinct voice became essential.

Solution

- **Conducted interviews** with members to capture the organization's history, values, and vision.
- **Created a new tagline & mission statement**, and detailed historical overview.
- **Produced a new organizational video.**
- **Redesigned the website** and developed event promotional materials.
- **Captured fundraising events** through photos and videos for future use.

[More on this Project](#)

[K4K Videos](#)

Kids are the Root of Our Community Family is the Heart

"I think that it's really important for kids to give back to other people in need – especially sick children – because **we have so much to be grateful for.**"

– Sofia Biondi, Jr. Committee Founding Member



"I'm **surrounded by a lot of great people** so I feel like anything we do would be somewhat successful, but I didn't know it would have this much of an impact or grow this fast."

– Robert Catalano, Event Founder





SPECIAL PROJECT

Docu-Series Production



Client Puzzle

The Capitol to Capitol Project is a story of family legacy, the pandemic, adventure travel, mid-life crisis and a lark.

Solution

Sherry Ott aims to document the challenges of continuing her dad's legacy. I am co-producing the docu-series chronicling her journey in the final years of the project.

- **Interviewed** Sherry and her parents to showcase the project's history in the docu-series.
- Supported Sherry's first route in South Dakota as her **Logistic's Queen**
- **Producing & editing the doco-series** with material from various sources.
- **Designed logos** for the project and Logistics Queens.

More on this Project

Docu-Series



▶ Ep. 1: A Lark



▶ Ep. 2: Pierre, SD



▶ Ep. 3: OG Logistics Queen



FEATURED PROJECT

Event Branding

**REPORTERS
COMMITTEE**
FOR FREEDOM OF THE PRESS



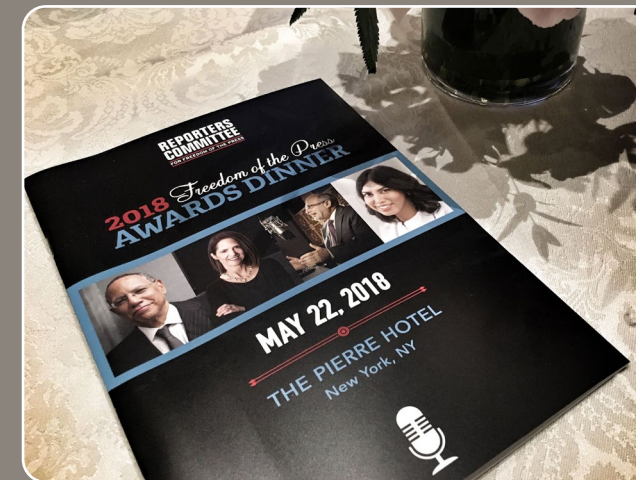
Client Puzzle & Solution

The Reporters Committee for Freedom of the Press provides legal support to protect First Amendment rights and journalists' newsgathering freedoms.

For their Awards Gala, they sought a cohesive design for event materials reflecting their mission.

The brand I created has been carried through their event since 2018.

Materials include: Event Logo | Save the Date | Invitation
Sponsorship Brochure | Program | Event Signage | Digital Journal





FEATURED PROJECT

Event Videos

REPORTERS COMMITTEE FOR FREEDOM OF THE PRESS



Client Puzzle & Solution

To manage the timing of honoree introductions, pre-produced videos are created, offering a fuller narrative of their achievements.

- **I film and transcribe 4-8 interviews** for each video and also utilize Zoom interviews when in-person interviews are not possible.
- **I edit all videos** including creating b-roll and motion graphics.
- **I make music selections** for all videos.

Notable Honorees Have Included:

Robert Siegel | Lynn Novick | Dean Baquet
Andrea Mitchell | April Ryan | John Carreyrou | David Bradley
Jane Mayer | Amal Clooney | Julie K. Brown | Judy Woodruff

2022 Event Highlights

More Honoree Videos



▶ J. Scott Applewhite



▶ Azmat Khan



▶ Josie Huang





FEATURED PROJECT

Event Branding



Client Puzzle & Solution

The 2022 Gala posthumously honored enCourage Kids board member Jay Anderson.

- The **event design** reflected the gala location, Cipriani South Street.
- The **herringbone pattern** symbolized downtown NYC's cobblestone streets and the Guastavino tile of the Battery Maritime Building.
- The **iconic downtown skyline** highlighted Jay's career in real estate.

Materials include:

Event Look | Invitation | Program | Event Signage | Print Journal





FEATURED PROJECT

Anniversary Logos

