



Marc D Birnbach

Visionary of iPhoto University

Multimedia Content Creator

Destination & Smartphone Photography Enrichment Speaker - EMMY Award Recipient



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Profile

Innovative multimedia storyteller with a career spanning music direction, television production, global content creation, and iPhone photography education. EMMY Award-winning Senior Music Coordinator (ABC/One Life to Live) and Music Director for NBC's 2002 Winter Olympic Games. Experienced collaborator with world leaders and cultural icons including President Jimmy Carter, Bono, Shaquille O'Neal, Bette Midler, Yoko Ono, and Nile Rodgers. Former Apple trainer recognized for delivering engaging, high-impact creative programs worldwide.

Education

Long Island University, CW Post Campus - BA Communications and Broadcasting

New York Univeristy - Master Certification Digital Theory and Post-Production; Japanese Studies

Berklee College of Music - Masters in Music

Expertise

Film/Television/Video Production

Music Business, Production, Licensing, Composition

Non-Profit Organization/NGO/Corporate MarComm

Multimedia Content Gatherings and Creation

Top Work Experiences

iPhoto University 6/2025 - Present, Visionary

Founder and CEO of iPhoto University, leading a global mobile-photography learning community. Develop and deliver hands-on workshops, coaching, and creative programs that help users maximize their smartphone capabilities and elevate their visual storytelling. Leverage prior Apple retail and creative educator experience to design engaging, technology-driven learning experiences.

Americares 4/2016 - 11/2018, Multimedia Manager

Oversaw global multimedia projects for Americares, creating photo and video content that elevated disaster-response visibility and inspired donor action. Directed all phases of production — from planning and scripting to field capture and editing — while managing creative teams and ensuring alignment with organizational goals and humanitarian values.

Avenue Z Productions 11/1999 - 2/2021, Owner

Managed full-service video production for Avenue Z Productions, delivering corporate, nonprofit, and commercial content for clients including world leaders, global brands, and major influencers. Produced international video campaigns that inspired audiences, elevated brand storytelling, and helped generate over \$32M in charitable donations.

Apple, Inc 10/2010 - 4/2015, Business Expert

Built and managed relationships with business clients at the West 14th Street Apple Store, delivering tailored technology solutions that enhanced productivity and creativity. Guided organizations in integrating Apple products and services, managed sales pipelines, and ensured seamless deployment, training, and long-term customer success.

ABC Television Networks/Walt Disney Company 09/1998 - 11/2008, Senior Music Coordinator

Senior Music Coordinator at ABC Television Networks, managing a 400,000+ track library and providing music for flagship programs including One Life to Live, General Hospital, and ABC News. Oversaw licensing, cue sheet reporting, and budget management, earning a 1999 Emmy Award for Best Music in a Daytime Drama.