

MARK POMERVILLE

Director of Marketing & Media • Education Media Producer • Sales & Client Relationship Manager

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SUMMARY

Director of Media with 15+ years of experience advancing classical educational institutional growth through strategic enrollment marketing, digital storytelling, and relationship management. Proven record of increasing applications and yield by uniting creative media with data-driven recruitment strategy. Skilled in leading teams, optimizing campaigns, managing vendors, and cultivating mission-aligned partnerships that drive enrollment, retention, and community engagement.

EXPERIENCE

Director of Marketing & Media | Providence College | Pasadena, CA | 2015 – Present

- Increased application growth and student enrollment through targeted videos, digital ads, and storytelling campaigns.
- Led 10-member media team, producing admissions campaigns that boosted prospective student engagement by 40%.
- Partnered with admissions staff to strengthen recruitment pipelines and conversions.
- Managed vendors and ad budgets to maximize ROI and enrollment results.

Media Producer | Pomerville Productions | Los Angeles, CA | 2015 – Present

- Generated repeat and referral business with **educational institutions** by delivering 70+ high-impact video campaigns.
- Built long-term client relationships with **school administrators** that translated into sustained revenue growth.
- Closed deals and upsold creative services while managing 100+ **education-based productions** on time and on budget.
- Drove measurable ROI through compelling visual storytelling.

Executive Producer | The Leyva Company | Los Angeles, CA | 2017 – 2019

- Drove full funding by launching and managing an Indiegogo campaign for an **educational film**.
- Crafted persuasive pitches and conversion-focused copy to **highlight the film's classroom value**.
- Prospected, pitched, and secured partnerships with schools to expand **educational adoption**.
- Negotiated and **closed sponsor deals to fund curriculum-aligned content** and maximize ROI.

Producer | Trifecta Entertainment & Media | Los Angeles, CA | 2014 – 2015

- Pitched and sold 50+ TV episode concepts to network executives, achieving an 80% green-light rate.
- Influenced content strategy by aligning creative concepts with commercial goals and audience demand.
- Cultivated and maintained network relationships to secure ongoing production opportunities.
- Optimized production workflows to accelerate delivery timelines and improve profitability.

Casting Producer | Relativity Media | Los Angeles, CA | 2012 – 2014

- Converted 100+ cold leads into booked talent through persuasive pitches and trust-building.
- Closed reluctant prospects by overcoming objections and securing on-camera commitments.
- Increased talent diversity by 60% through targeted outreach and tailored positioning.
- Aligned casting with network objectives to maximize audience appeal.

Sales Associate | Best Buy | Los Angeles, CA | 2009 - 2012

- Drove revenue growth by creating tailored home theater packages that maximized customer value.
- Exceeded sales targets, earning the **Brad Anderson Legacy Stock Award for top sales performance**.
- Built loyal customer relationships that generated repeat and referral sales.
- Closed high-value sales by upselling premium features and ensuring post-sale satisfaction.

SKILLS

Sales & Business Development: Consultative Selling • Account Management • Lead Generation • Pipeline Development • Prospecting & Outreach • Negotiation & Closing • Upselling & Cross-Selling • Proposal Development • Contract Management • Sales Forecasting • **Client Relationship & Growth:** Client Relationship Management • Competitive Analysis • Value Proposition Development • Territory Management • KPI Tracking & Reporting • Strategic Partnerships • Vendor Relations • Follow-Up & Retention Strategies • **CRM & Campaign Tools:** CRM Tools (HubSpot, Salesforce, Apollo) • Email Campaign Strategy • Sales Copywriting • Presentation Development • Public Speaking & Pitching • Event & Trade Show Networking

EDUCATION

Master of Fine Arts | Stephens College • Bachelor of Arts | Washington State University
School of Cinematic Arts | University of Southern California

PROSPECTIVE ROLE WITHIN ORGANIZATIONS

Mark Pomerville will lead your organization's marketing, brand strategy, and digital engagement with clarity, creativity, and purpose. His leadership spans institutional identity, digital systems, media strategy, and content development.

Mark will unify your institution's visual and narrative voice across web, print, video, podcast, email, and social media. He will elevate the your public presence through thoughtful storytelling, brand clarity, and high-impact content. His ability to deliver polished, on-message media with speed and intention equips your organization to seize cultural moments and shape public conversations.

He will work closely with heads of each department to ensure that every message aligns with your institution's mission and goals. Through collaboration and system-building, he will turn fragmented messaging into cohesive, mission-driven communication that resonates with your institution's community.

Mark brings creative and strategic depth, and a personal alignment with an institution's mission and vision.

KEY CONTRIBUTIONS TO MISSION AND SUCCESS:

BRAND & DIGITAL STRATEGY – Shapes institutional narratives grounded in educational vision while managing SEO-friendly web architecture, lead funnels, and CRM-based campaigns.

FULL-SERVICE MEDIA PRODUCTION – Delivers promotional videos, podcasts, photography, and editorial content for multi-platform use.

CAMPAIGN-BASED RESULTS – Aligns creative output with enrollment goals, donor development, and public visibility metrics.

PLATFORM STRENGTHENING – Builds visual identity, digital assets, and core content like newsletters and podcasts.

TRAINING & SYSTEMS – Builds visual identity, digital assets, and core content like newsletters and podcasts.

RELATIONSHIPS – Offers deep experience in public speaking, engagement, and trust-based collaboration.

MISSION FIT – Leads with conviction and values, advancing an institution's mission and vision.

SKILL SET & VALUE

Strategic Brand Architecture

- Develops holistic brand ecosystems that articulate a mission visually, verbally, and emotionally.
- Crafts founding brand statements, mission taglines, and signature messaging to unify internal vision and external impact.
- Conducts institution-wide brand audits, redesigns, and strategic storytelling campaigns.
- **Value: High.** Mark turns scattered messaging into coherent identities rooted in theological conviction and classical vision.

End-to-End Media Production

- Films, interviews, edits, scores, exports, and promotes original promotional videos and institutional content without third-party outsourcing.
- Manages studio and field shoots for testimonials, faculty profiles, admissions reels, and annual campaigns.
- Oversees pre-production planning, scripting, location scouting, on-set direction, post-production editing, and distribution strategy.
- **Value: High.** Mark is a one-stop creative executive, reducing overhead while delivering studio-quality work.

Website & Digital Experience Design

- Leads conceptualization, wireframing, and creative direction of school and nonprofit websites.
- Oversees UI/UX partnerships with developers, ensuring user flow, clarity, and aesthetic excellence.
- Collaborates on copy, design, CTAs, and backend architecture to optimize for both mission and enrollment.
- **Value: High.** Mark aligns brand and function to ensure an institution's strong first impression.

Podcast & Audio Media Strategy

- Executive producer of interview-style podcasts such as *The Virtuous Mind*, featuring scholars and thought leaders.
- Handles the full podcast lifecycle: concept development, recording, editing, show art, music curation, and syndication on major platforms.
- **Value: High.** Podcasts deepen trust and thought leadership.

Social Media Strategy & Management

- Grows social engagement through tailored multi-platform campaigns using SproutSocial, Trello, and Slack.
- Develops content calendars, formats (reels, carousels, quotes), and engagement benchmarks.
- Trains staff and students in copywriting, scheduling, visual standards, and analytics monitoring.
- **Value: High.** Social media is your front porch. Mark transforms it into a persuasive, mission-driven invitation.

Paid Advertising & Digital Campaigns

- Plans and executes Facebook/Instagram/YouTube ad funnels for enrollment and advancement.
- Writes headlines, call-to-action copy, and audience segmentation for maximum CTR and ROI.
- Integrates analytics into strategy (via Meta Business Suite, Google Analytics) to refine targeting and performance.
- **Value: High.** Mark's campaigns move from awareness to inquiry to enrollment.

AI & Emerging Media Innovation

- Leads integration of emerging tools like ChatGPT, Sora, and Midjourney into the content development pipeline.
- Trains leadership and faculty on ethical, strategic adoption of generative tools.
- Creates AI-informed scripts, outlines, imagery, and short-form content at scale.
- **Value: High.** Mark makes cutting-edge tools practical, ethical, and aligned with classical commitments.

Team Leadership, Systems Building & Scalability

- Recruits, trains, and manages creative teams of videographers, designers, writers, and interns.
- Implements scalable systems for project management, scheduling, content pipelines, and performance review.
- Develops marketing infrastructure within schools—training in-house staff, building repeatable systems, and leaving behind toolkits and templates.
- Produces playbooks for enrollment campaigns, capital fundraising, and open house/event marketing that schools can adapt year over year.
- **Value: High.** Mark doesn't just deliver creative—he builds capacity schools can sustain and scale.
- Develops on-boarding and training manuals to empower internal staff post-engagement.
- **Value: Medium-High.** Mark equips institutions not just with content, but with the capacity to create, communicate, and scale with confidence. His leadership ensures institutional knowledge is transferred, internal teams are empowered, and creative excellence is sustained well beyond his engagement.

Institutional Strategy & Consulting

- Advises leaders on communications strategy, competitive positioning, and story framing for board and donor presentations.
- Coordinates across verticals to ensure unified brand messaging from internal decks to external campaigns.
- Integrates seamlessly into leadership teams and startup environments, building trust and forward momentum across departments.
- Offers brand consulting to startups and institutions in need of re-articulation or repositioning.
- Speaks into naming, visual identity, narrative arcs, and school-wide storytelling principles.
- **Value: High.** Mark aligns executive vision with everyday expression, turning complex ideas into clear public-facing strategy.

Public Speaking, Sales, & Relationship Development

- Skilled in persuasive public speaking, presenting to school boards, donor groups, and live audiences with clarity and conviction.
- Background in direct sales and marketing outreach, including donor development, pitch presentations, and lead follow-up strategies.
- Builds lasting relationships with school leaders, collaborators, vendors, and creative partners.
- Activates a national network of classical educators, marketers, and creatives to scale campaigns and build school credibility across audiences.
- Connects clients to aligned vendors, designers, and developers for extended marketing partnerships.
- Trusted advisor who guides institutions from vision to execution through relational trust and strategic storytelling.
- **Value: High.** Mark extends an institution's reach through people, partnerships, and persuasive communication.

Thought Leadership & Cultural Voice

- Writes and speaks regularly on media, narrative, and imagination in media.
- Develops brand tone guidelines and voice-of-institution documents to guide all external messaging.
- Crafts messaging frameworks that articulate an organization's mission, values, and theological commitments.
- Leads formation workshops with leadership teams to align voice with institutional identity and audience needs.
- Mark equips institutions with the clarity, content, and strategy to grow their influence, reach the right audience, and thrive in a digital age.
- **VALUE: HIGH.** Mark equips organizations with the clarity, conviction, and tools to speak from their mission—and shape culture while doing it.

SKILLS INDEX

Strategic & Leadership

Brand Development · Campaign Strategy · Client Relations · Cross-Functional Team Management · Donor Communications · Educational Strategy · Enrollment Funnels · Executive Communication · Fundraising Media · Institutional Identity · Internal Stakeholder Engagement · Leadership Training · Mission Alignment · Organizational Consulting · Partner Development · Performance Analytics · Public Speaking · Recruitment Strategy · Relational Sales · School Branding · Strategic Messaging · Strategic Planning · Team Leadership · Vendor Management · Vision Casting

Creative & Production

Adobe Audition · Adobe Premiere Pro · Animation Direction · Audio Engineering · Brand Voice Guidelines · Camera Operation · Color Correction · Content Calendars · Copywriting · Creative Direction · Documentary Filmmaking · Faculty Feature Production · Film Directing · Interview Coaching · Lighting Setup · Location Scouting · Motion Graphics · Narrative Storyboarding · On-Camera Presence Coaching · On-Set Production Management · Photography · Podcast Hosting · Podcast Production · Post-Production Editing · Promotional Film Strategy · Scriptwriting · Sound Design · Storytelling Strategy · Student Media Mentorship · Video Editing · Visual Brand Development · Voiceover Direction

Digital & Technical

Ad Campaign Retargeting · Ad Funnel Design · Adobe Creative Suite · AI-Powered Copywriting · Analytics Dashboards · Canva · ChatGPT · CMS (Wix, Squarespace) · Content Scheduling · Conversion Tracking · CRM Coordination · Digital Ad Strategy · Digital Asset Management · Email Campaign Tools (Mailchimp, ConvertKit) · Facebook Ad Manager · Google Ads · Google Analytics · Instagram Strategy · Meta Business Suite · Midjourney · Podcast Syndication · Project Management Tools (Trello, Asana) · Responsive Web Design · SEO Strategy · Short-Form Video Creation · Social Media Analytics · Social Media Engagement · Sora AI · SproutSocial · Target Audience Segmentation · UI/UX Collaboration · Video Encoding · Video SEO · Web Copywriting · Website Planning · YouTube Channel Management