

Mark Pomerville

📍 Los Angeles, California, United States ✉ markwrotethat@gmail.com ☎ (360) 904-8142 📺 in/markpomerville 🌐 www.pomerville.com

SUMMARY

Experienced Writer, Director, and Producer with over 12 years of digital media storytelling experience. Proven track record of successfully developing and overseeing content creation. Seeking new opportunities to collaborate with a dynamic company.

EXPERIENCE

Media Director | Providence | Pasadena, CA | December 2015 - Present

- Oversaw company-wide content creation and strategy, increasing social media posting by 25% and audience engagement by 40%.
- Developed graphics designs, photography, and video content for social media platforms including TikTok and Instagram.
- Supervised a 10-person team utilizing SproutSocial software to manage social media content creation and engagement strategies.
- Curated high-impact digital media stories, contributing to a 45% increase in online user engagement.

Writer / Director / Producer | Pomerville Productions | Los Angeles, CA | November 2015 - Present

- Created multimedia content as a Screenwriter, Director, and Producer, fulfilling end-to-end video production needs for clients.
- Conceptualized, filmed, and edited 70+ promotional short films for diverse clients using Adobe Creative Suite.
- Managed over 100 video shoots for a variety of companies, ensuring timely execution and adherence to project scope and budget.

Executive Producer | Project Spark Studio | Los Angeles, CA | June 2015 - September 2021

- Led story development and screenwriting oversight of 5 critically-acclaimed international animated short films.
- Directed a team of 65+ studio animators throughout the entire film production process, ensuring adherence to project timelines.
- Leveraged expertise in film production and grant writing to achieve 45 festival recognitions and secure over \$40,000 in funding.

Executive Producer | The Leyva Company | Los Angeles, CA | June 2017 - January 2019

- Designed and implemented a strategic social media campaign on Indiegogo to secure funding for a documentary feature.
- Utilized management skills to effectively assign tasks to producers, leading to a 20% improvement in fundraising productivity.
- Secured \$50,000 in funding from 525 backers within a one-month timeframe, leveraging a \$25,000 donor match.

Producer | Trifecta Entertainment & Media | Los Angeles, CA | September 2014 - May 2015

- Spearheaded the production of a top-rated syndicated television series, consistently attracting an average of 700,000 daily viewers.
- Collaborated with a team of writers, directors, and editors to streamline the production process by 35%.
- Wrote, packaged, and presented over 50 episode pitches to network executives, resulting in a 70% approval rate.

Casting Producer | Relativity Media | Los Angeles, CA | July 2012 - August 2014

- Led nationwide casting efforts for 8 seasons of cable network television, resulting in a 40% increase in talent diversity.
 - Conducted 5,000+ interviews with potential guests to assess on-camera suitability and ensure casting precision.
 - Increased casting results by 65% through the strategic development and execution of targeted social media campaigns.
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EDUCATION

Bachelor of Arts in English (Emphasis in Creative Writing) | Washington State University | Vancouver, WA

School of Cinematic Arts | University of Southern California | Los Angeles, CA

SKILLS

Leadership

Digital Media Storytelling

Digital Marketing

Social Media

Writing

Directing

Producing