

SHARON MENDELOW

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EXECUTIVE PRODUCER

Sharon Mendelow produces broadcast, digital & social, experiential and still content for some of the world's most creative agencies, media platforms and brands. Sharon's years of experience, coupled with her entrepreneurial spirit, has enabled her to establish a global network of best-in-class partners she is able to call upon, time and again, to bring a creative vision to life.

Sharon brings strategy to the production process and takes a broader view to recognize marketing goals and production spend rather than the typical "one-off" approach to production. The result is a tailored approach for delivering effective content more quickly and efficiently.

Her unique ability to excel at both right brained and left brained thinking enables Sharon to bring out the best in teams and deliver elegant solutions under seemingly difficult constraints.

Vision: Ability to bring an idea to life utilizing an equal balance of analytical and creative firepower. Recognizes opportunities and can mitigate risk to achieve shared goals.

Versatility: Highly personable and capable of working closely and collaboratively with creative teams, account service and clients.

Virtue: Over 15 years of experience across a shifting industry landscape builds character and conviction to provide the best possible service offering.

Value: Able to solve problems and implement solutions under tight deadlines and always within budget.

BRAND PARTNERS

Anheuser Busch
Banana Republic
Casper Sleep
Cole Haan
David's Bridal
Disney
GAP
Grey Goose
Heineken
IBM
Intel
Johnson & Johnson

Kraft
Lenovo
Lucas Films
Microsoft
Motorola
Movado
Nautica
Newell Rubbermaid
PepsiCo
Portero
Powerade
Ralph Lauren

Remy Martin
Revlon
Rolex
SAP
Siemens
Smirnoff
Sony
Tommy Hilfiger
Unilever
UPS
US Open
World Cup

AGENCY PARTNERS

Anomaly
BBDO
BBH
Berlin Cameron United
CAHG
Cosette
David the Agency
Deutsch Inc
Droga 5
Facebook

Fallon UK
Havas
Imagination
JWT
Link 9 / Omnicom
Margeotis Fertita Powell
Ming Utility and Entertainment
Mother
MullenLowe Profero
Ogilvy & Mather

Sapient Nitro
SS+K
TBWA/Chiat Day
The Great Society
Toth
Toy
Tribal DDB
VSA Partners
Wieden Kennedy
Yard

KEY COMPETENCIES

End-to-End Production | Broadcast | Digital | Social | Print
Creative Development Support | Budget Reconciliation | Project Management

EXPERIENCE

Current projects include:

Senior Producer - Freelance, Link 9

Dec 2018 – Present

- Develop production approach, staffing hours and out of pocket budgets, and schedules for any content creation or procurement requested from agencies within the Omnicom Healthcare Group network.

Executive Producer - Freelance, Casper Sleep

May 2018 – Oct 2018

- Developed production methodology directly with Casper Sleep internal creative and marketing brand teams to produce motion and still content for the Wave Mattress relaunch, as well as global broadcast spots for the core brand.

Senior Producer - Freelance, PepsiCo Creators League Studio

May 2017 – April 2018

- Work directly with PepsiCo marketing brand teams to source creative and production partners, develop creative and produce content within given scheduling and budget parameters.
- **Projects include:**
 - **Pepsi Black x Alexander Wang:** Produced digital and social content promoting the collaboration of a limited edition can designed for Shanghai 2017 Fashion Week. Content received 10MM+ views in first 2 days.
 - **Mountain Dew x Dale Earnhardt Jr.:** produced broadcast TV tribute to NASCAR's most popular driver, Dale Earnhardt Jr, retirement aired during Dale's final race at Talladega.
 - **Pepsi LATAM x J Balvin x Musical.ly:** Launched contest on the Musical.ly app to promote J Balvin's collaboration with Pepsi LATAM. Produced long form music video that incorporated contest winners and Musical.ly video content and received 6MM+views within first week.

Executive Producer - Freelance, Yard

Oct 2016 – Aug 2017

- Produced broadcast, digital, social and print content for fashion/luxury brands including the David's Bridal 2017 360 campaign and Elizabeth Arden x WWE men's body spray launch featuring WWE wrestler, John Cena.

Head of Production- Freelance, MullenLowe Profero

May 2016 – Oct 2016

- Developed agency's production process and methods; produced content across all media for Marzetti Brands and Cointreau.

Senior Producer – Freelance, Facebook Creative Shop

Apr 2015 – Apr 2016

- Produced motion and still content for digital and social activations for Heineken, Disney, Anheuser Busch, Progressive and IBM.

EDUCATION

State University of New York at Buffalo, Buffalo, NY

Bachelor of Science in Business Administration
Magna Cum Laude