

SHARON MENDELOW

EXECUTIVE PRODUCER

SUMMARY

I am creative producer with over 15 years of experience. Since the days of film and still evolved into the multi-media industry it is today, I produce broadcast, digital & social, experiential and still content for some of the world's most creative brands, with the most creative people.

This means I come with an impressive global network of creative talent; directors, photographers, editors, animators, etc. I believe production is not a 'one size fits all' process. I take a strategic approach to managing budgets and schedules, motivating people and taking control of difficult constraints. Every production is a start-up business and I run each one like an entrepreneur; efficient, enthusiastic, expedient. I am invested in evolving ideas and have built a reputation as the creative's producer.

You can see some of my work at www.sharonmendelow.com.

CORE COMPETENCIES

- Domestic & international end-to-end production
- Global network and familiarity of best-in-class industry personnel and production partners; directors, photographers, editors, animators, etc.
- Skilled at developing scopes of work for brands and agencies across all functions
- Highly personable and excellent collaborator with creative directors, account executive, clients and vendors
- Champion of creative vision
- Superior management of budget and schedules
- Proficient at negotiating union & non-union talent and contracts

BRAND PARTNERS INCLUDE:

Anheuser Busch	Heineken	Nautica	Sony
Banana Republic	IBM	Newell Rubbermaid	Tommy Hilfiger
Casper Sleep	Intel	PepsiCo	Unilever
Cole Haan	Johnson & Johnson	Ralph Lauren	UPS
David's Bridal	Kraft	Revlon	US Open
Disney	Lenovo	Rolex	World Cup
Facebook	Lucas Films	SAP	
GAP	Microsoft	Siemens	
Grey Goose	Motorola	Smirnoff	

AGENCY PARTNERS INCLUDE

Anomaly	Deutsch Inc	JWT	Ogilvy & Mather
BBDO	Droga 5	Link 9 / Omnicom	TBWA/Chiat Day
BBH	Fallon UK	Ming Utility + Ent	Wieden Kennedy
Berlin Cameron	Havas	Mother	Ya
David the Agency	Imagination	MullenLowe	

EDUCATION

State University of New York at Buffalo, Buffalo, NY
Bachelor of Science in Business Administration
Magna Cum Laude

CONTACT

For inquiries, please contact me directly at:

917.686.5215

Email: smendelow13@gmail.com

Website: www.sharonmendelow.com

Vimeo: <https://vimeo.com/sharonmendelow>

LinkedIn: <https://www.linkedin.com/in/sharonmendelow/>

CURRENT PROJECTS INCLUDE:

Senior Producer - Freelance, Link 9

Dec 2018 – Present

Production arm for Omnicom Healthcare Group. Develop production approach, scope of work, and schedules for any content creation or procurement requested from agencies within the 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 – Apr 2018

Work directly with PepsiCo marketing brand teams to source creative and production partners, develop creative briefs and project scopes, and produce content within given scheduling and budget parameters. Projects include: Pepsi Black x Alexander Wang, Mountain Dew x Dale Earnhardt Jr and Pepsi LATAM x J Balvin x Musical.ly.

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

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.