

SHARON MENDELOW

EXECUTIVE PRODUCER

SUMMARY

I am a creative producer and manage large global teams across all media channels. I've produced broadcast, digital & social, experiential and still content for some of the world's most creative brands with the most creative people. I enjoy implementing innovation, collaboration and process to inspire and increase creative capacity.

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 people, budgets and schedules. Every project is a start-up business and I run each one like an entrepreneur; efficient, enthusiastic, expedient. I am invested in evolving creative ideas and business models to keep up with the rapidly changing market landscape.

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

CORE COMPETENCIES

- Manage domestic & international end-to-end production and content delivery
- 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 and implementation of budget, schedules and processes
- Proficient at vendor procurement and negotiating union & non-union talent and contracts

BRAND PARTNERS INCLUDE:

Anheuser Busch	Girls Who Code	Native	Sony
Babbel	H & M	Nautica	Tommy Hilfiger
Banana Republic	Heineken	Newell Rubbermaid	Unilever
Casper Sleep	IBM	PepsiCo	UPS
Cole Haan	Intel	Ralph Lauren	US Open
David's Bridal	Jaguar Land Rover	Revlon	Vita Coco
Disney	Johnson & Johnson	Rolex	World Cup
Facebook	Kraft	SAP	
GAP	Lucas Films	Siemens	
Grey Goose	Microsoft	Smirnoff	

AGENCY PARTNERS INCLUDE:

Anomaly	Droga 5	JWT	MullenLowe
BBDO	Fallon UK	Link 9 / Omnicom	Ogilvy & Mather
BBH	Havas	Ming Utility + Ent	TBWA/Chiat Day
Berlin Cameron	Imagination	Mother	Wieden Kennedy
David the Agency	Interesting-Development	Moving Image & Content	Yard NYC
Deutsch Inc			

EDUCATION:

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

CONTACT:

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

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

CURRENT PROJECTS INCLUDE:

Executive Producer – Interesting Development

Jan 2020 – April 2020

Developed production methodologies and produced and managed post of original traditional print and digital assets for DTC brands.

Executive Producer – Moving Image & Content

July 2019 – Jan 2020

Generated brand project SOWs and managed pre-production, post production and delivery of all client scoped assets across all media channels globally. Produced content for Girls Who Code #marchforsisterhood first ever all digital march launched on Day of the Girl Oct 2019. Other clients include: Birdies, H & M and Jaguar Land Rover.

Senior Producer - Freelance, Link 9

Dec 2018 – June 2019

Production arm for Omnicom Healthcare Group. Developed 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, localize and deliver motion and still content for the Wave Mattress relaunch, as well as global broadcast, digital, social and radio content for the core brand.

Senior Producer - Freelance, PepsiCo Creators League Studio

May 2017 – Apr 2018

Worked directly with PepsiCo global marketing brand teams to source creative and production partners, develop creative briefs and project scopes, and produce, localize and deliver omni channel 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, post produced and delivered broadcast, digital, social, radio 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.