

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
- Covid compliant registered

BRAND PARTNERS INCLUDE:

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

AGENCY PARTNERS INCLUDE:

21Grams	Droga 5	Link 9 / Omnicom	Ogilvy & Mather
Anomaly	Fallon UK	McCann Health	TBWA/Chiat Day
BBDO	Havas	Ming Utility + Ent	Wieden Kennedy
BBH	Imagination	Mother	Yard NYC
Berlin Cameron	Interesting-	Moving Image &	
David the Agency	Development	Content	
Deutsch Inc	JWT	MullenLowe	

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>

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CURRENT PROJECTS INCLUDE:

Senior Integrated Producer – McCann Health

Oct 2020 – Present

Develop and implement production methodologies and solutions using industry innovation. Work with global agency teams from creative development through execution for 360 campaigns and brand tactics.

Executive Producer – 21 Grams

Sept 2020 – Oct 2020

Production and post production of social and digital assets for new business as well as existing pharmaceutical clients

Executive Producer – Interesting Development

Jan 2020 – Aug 2020

Developed production approach, implemented process, generated client MSA/SOW including estimates and schedules and managed production and post of original still and motion assets for DTC brands like Native and Vita Coco.

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 - Link 9

Dec 2018 – June 2019

Production arm for Omnicom Healthcare Group. Developed production approach, scope of work, and schedules including MLR reviews for any content creation or procurement requested from agencies within the network. Produced original live action content as well as 3D/2D animation and supervised all post production on requested global network deliverables.

Executive Producer - Casper Sleep

May 2018 – Oct 2018

Developed production strategy 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. Increased engagement and conversions significantly as well as brick and mortar traffic for the brand.

Senior Producer - 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.