

SHARON MENDELOW

EXECUTIVE PRODUCER & OPERATIONS

SUMMARY

I specialize in building creative teams and environments where innovation and collaboration flourish. I enjoy implementing process to increase creative capacity. My experience includes managing operations and production of broadcast, digital & social, experiential, and still content for some of the world's most creative brands with the most creative people.

I come with an impressive global network of creative talent: designers, writers, directors, photographers, editors, animators, VFX artists etc. I believe content and experiential creation is not a 'one size fits all' process and take a strategic approach to managing people, budgets, and schedules. I am invested in evolving creative ideas and business models to keep up with the rapidly changing markets and trends.

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

CORE COMPETENCIES

- Manage operations and production of domestic & international end-to-end content creation
- Global network and familiarity of best-in-class industry personnel and production partners
- Skilled at developing process and scopes of work for brands and agencies across all functions
- Highly personable and excellent collaborator with creative, marketing, and financial directors as well as clients, vendors, and production partners.
- Champion of creative vision and innovation
- Superior management and implementation of budget, schedules, and processes
- Proficient at vendor procurement and negotiating union & non-union talent and contracts

BRAND PARTNERS INCLUDE:

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

AGENCY PARTNERS INCLUDE:

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

EDUCATION:

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

CONTACT:

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CURRENT PROJECTS INCLUDE:**Senior Integrated Producer (Contract) - McCann Health****Oct 2020 - Present**

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

Executive Producer (Contract) - 21 Grams**Sept 2020 - Oct 2020**

Production and post production of social and digital assets for new business as well as existing healthcare brands.

Executive Producer (Contract) - Interesting Development**Jan 2020 - Aug 2020**

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

Head Of Production/Operations - 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 (Contract) - 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 (Contract) - 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 (Contract) - 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.