

MARK POMERVILLE

WRITER • CONTENT PRODUCER • DIGITAL MEDIA MANAGER

(323) 942-9714 | markwrothet@gmail.com | www.pomerville.com

OBJECTIVE

Experienced Producer and Digital Media Manager seeking creative leadership role to generate and oversee dynamic social media content with like-minded professionals.

SKILLS

- Creative Leadership
- Media Producing
- Social Media Management
- Writing & Editorial
- Videography / Editing
- Graphic Design
- Photography
- Adobe Creative Suite

EDUCATION

Washington State
University
*B.A. English (Emphasis
in Creative Writing)*

University of Southern
California
School of Cinematic Arts

 www.pomerville.com

 Los Angeles, CA

 Remote

*References available
upon request*

EXPERIENCE

DIGITAL MEDIA MANAGER

Providence (December 2015 - Present)

- Created company-wide social media graphics, photography, video content
- Generated additional \$1.5 million annual revenue from social media content
- Produced new website, 1,200+ graphic designs, 80+ videos with Adobe Suite
- Managed 10 social media staff members via SproutSocial software
- Increased weekly posts by 35% and subscriber engagement by 40%

MEDIA CONTENT PRODUCER

Pomerville Productions (November 2015 - Present)

- Pre-visualized, filmed, and edited 70+ client social media video content
- Coordinated 100+ video shoots for various companies and non-profits
- Achieved 100% client satisfaction, 80% word-of-mouth referral rate

EXECUTIVE PRODUCER

The Leyva Company (June 2017 - January 2019)

- Launched Indiegogo social media campaign to finance documentary feature
- Delegated tasks to producers, increasing fundraising productivity by 20%
- Raised \$50,000 from 525 backers in 1 month, \$25,000 donor match

WRITER / EXECUTIVE PRODUCER

Project Spark Studio (June 2015 - September 2021)

- Spearheaded story development for 5 international animated short films
- Supervised over 65 studio animators from films' conception to completion
- Awarded 45 festival recognitions and \$40,000 in film grant funding

PRODUCER

Trifecta Entertainment & Media (September 2014 - May 2015)

- Oversaw on-set production and casting of 35 unscripted tv episodes
- Wrote 50+ potential episode pitches for network executive approval
- Delivered "sweeps week" episodes averaging 700,000 daily viewers

CASTING PRODUCER

Relativity Media (July 2012 - August 2014)

- Orchestrated nationwide casting for 8 seasons of network cable television
- Conducted on-camera and phone interviews with 5,000+ potential guests
- Developed social media campaigns to increase casting results by 65%



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PORTFOLIO

ALUMNI SPOTLIGHT



"A liberal arts education affected how I construct my songwriting in ways I couldn't have imagined."

MICAELA "KAYLA" BROWN '16

MARK POMERVILLE

WRITING & EDITORIAL

MAKING MUSIC WITH MEANING

by Mark Pomerville

WHEN MICAELA "KAYLA" BROWN '16 was only six years old, her parents encouraged her to play a musical instrument. She was allowed to choose any instrument she wanted to learn. The only catch? Once Brown made a choice, she would have to stick with it until she graduated from high school.

Brown chose the piano, and, for the next 17 years, she committed herself to endless practicing and performing at countless recitals. As Brown's talent for music increased, so did her desire to further pursue her craft and write her own music.

In August 2012, Brown began to research different colleges where she could major in music. Brown's father, Reverend Michael Brown of Christ United Reformed Church (URC) in Santee, California, delivered the inaugural chapel address at Providence Christian College's first retreat in 2005, so she was fully aware of Providence but never considered attending as they didn't offer a specific degree in music.

However, despite her initial reservations, Brown was intrigued by the idea of a broad, liberal arts education and enrolled. For the next four years, she continued taking piano lessons from Music Professor Dr. Lawrence Mumford and singing during chapel worship. Brown found that her understanding of music grew far beyond simply playing notes on a page, and was challenged to examine the true meaning and beauty of art itself in relation to a sovereign Creator.

"A liberal arts education affected how I construct my songwriting in ways I couldn't have imagined," says Brown. "One of the best classes I ever took was Philosophy of Art with Art Instructor Bernard

Chadwick. The entire course was a conversation in which I was asked the big questions such as: 'What is art?' and 'What is its purpose?' I realized that when I write music for the world to hear, I have to ask myself: 'What am I striving for?' Is this song that I'm writing reflecting God's truth? I'm always striving to convey the philosophy of beauty that I learned."

In May 2016, Brown graduated with her liberal arts degree with an emphasis in Humanities and Visual and Performing Arts. Today, Brown is a singer and pianist in an alternative-pop musical duo entitled, Merch Girl, aptly named after she met her music colleague while selling merchandise at a concert in the summer of 2016.

Her duo has written several songs, two of which are available on Spotify and iTunes: "Are You There" and "Darling." Additionally, Brown teaches piano lessons to young students at her private home studio.

In both instructing youth and writing music, Brown utilizes her Providence education to compose and inspire future musicians to find deeper meaning and examine their faith within the art they create.

"The very process of making music is challenging and difficult," says Brown. "It is this complicated process of creativity that leads to the expressive, transcendent experience in which the musician gains a deeper understanding of God. The underlying theme to most of my songs is redemption. Liberal arts elevated my understanding of art as grace, and seeing that, no matter how tainted things are in a fallen world, God's beauty can be found in every form of art, including the lyrics of a song." ■

ALUMNI SPOTLIGHT

KIMBERLY POSTMA '11

CLAYTON

AN UNEXPECTED CALLING

by Emily Mosier

KIMBERLY POSTMA: "I never could have imagined that she would become a teacher."

A Kansas City native from a Reformed household, Postma had a natural gift and passion for mentoring young people—traits that both her friends and family recognized as essential qualities for a strong teacher. Yet, as a teenager, Postma was decisively opposed to the idea of becoming a professional educator.

"Before coming to Providence, I wasn't interested in pursuing education at all," says Postma. "Everyone would tell me that I would be an excellent teacher, but I would say, 'No, I would hate to be a teacher!' At the time, I loved animals and had my heart set on becoming a veterinarian."

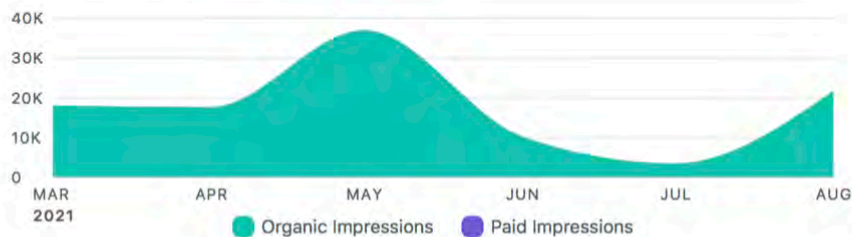
However, in August 2007, after enrolling at Providence, Postma soon discovered that the science classes, while stimulating, would not

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DIGITAL MEDIA MANAGEMENT

Impressions Breakdown, by Month



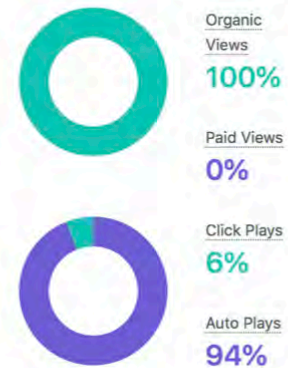
Impression Metrics

Impression Metrics	Totals	% Change
Total Impressions	110,889	↗ 83.2%
Organic Impressions	107,469	↗ 84.9%
Paid Impressions	0	→ 0%
Average Daily Impressions per Page	602.66	↗ 83.2%
Average Daily Reach per Page	324.11	↗ 68.9%

View Metrics



Viewing Breakdown



Impressions

38,917 ↗ 52.8%

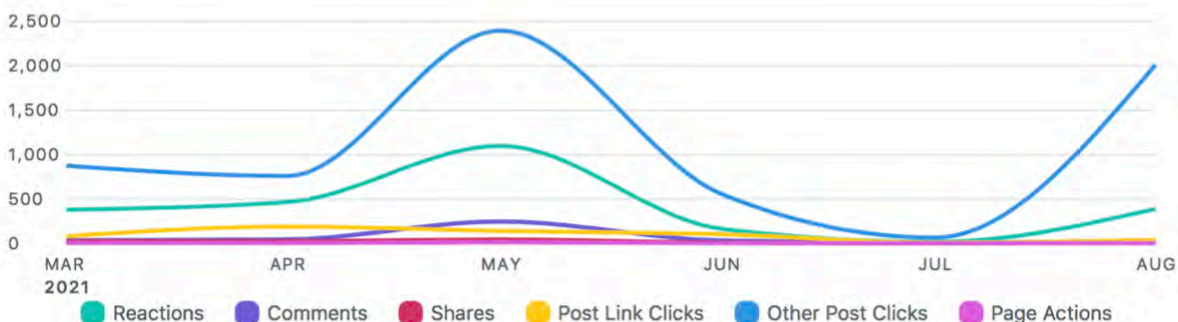
Engagements

2,322 ↗ 251.8%

Facebook Engagement

See how people are engaging with your posts during the reporting period.

Engagements Comparison, by Month



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SOCIAL MEDIA MANAGEMENT



Your 5 Most Recent Posts

Reach: Organic / Paid Post Clicks Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
09/22/2021 12:27 PM	Rev. Daniel Borvan of Grace United Reformed Church (Torrance, CA),			295	12 8	Boost Post
09/15/2021 9:38 PM	Anthony English of MTW, encouraged Providence students to			323	15 8	Boost Post
09/06/2021 2:31 PM	What does it mean to truly sacrifice? Pastor Alex			299	7 8	Boost Post
09/01/2021 12:30 PM	Dr. David E. Alexander, Dean of Academics at Providence, delivers			406	26 11	Boost Post
08/31/2021 11:29 AM	Sea Beggar Athletics Volleyball played a great game last week!			448	45 23	Boost Post

See All Posts



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SOCIAL MEDIA PHOTOGRAPHY



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GRAPHIC & WEB DESIGN

PASADENA

Your new home in the heart of Los Angeles

A world-renowned city of sublime architecture, historical legacy, and thriving culture, Pasadena is ranked one of the top ten walkable cities in the United States.

[EXPLORE](#)



CREEDS & CONFESSIONS


What we believe

As a confessionally Reformed college, Providence has a firm commitment to upholding the historic creeds of the Church and the Protestant Reformation.

[LEARN MORE](#)

ACADEMIC CORE

An Education with a Roadmap

[EXPLORE THE CORE](#)



TITLE IX

Materials

In compliance with Title IX, Providence Christian College is required to publish materials used for training Title IX at coordinators, investigators, decision-makers, and other individuals.

[EXPLORE](#)

Providence is a confessionally Reformed Christian liberal arts college that is accredited by the Western Association of Schools and Colleges.

ADMISSIONS
ACADEMICS
ATHLETICS
STUDENT LIFE

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RESOURCES

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Watch on  

[VIEW THE COURSE SUMMARY](#)



DR. DAVID E. ALEXANDER

Associate Professor of Philosophy

Dr. David E. Alexander is an Associate Professor of Philosophy at Providence Christian College. In 2008, he received the Ph.D. in philosophy from Baylor University after receiving his M.A. in philosophy from Baylor University and his B.A. in philosophy from Arizona State University. He has been a Visiting Professor of Philosophy at both Madras Christian College in Chennai, Tamil Nadu, India and Liaocheng University in Liaocheng, Shandong Province, China. He has published articles in philosophy of religion, metaphysics, and the history of philosophy. To date, he has published two books: *Goodness, God, and Evil* and *Calvinism and the Problem of Evil* (with Daniel Johnson). Prior to coming to PCC, Dr. Alexander held faculty positions at Huntington University in Indiana and Calvin College in Michigan. He and his wife regularly take students to India where they learn about Indian culture and history.

Dr. Alexander's wife, Genevieve, is one of the Residential Directors at PCC. They have two children, Julian and Angel. They are excited to find a Reformed Church in the area. Dr. Alexander loves music (especially hip-hop) and skateboarding, and is excited to start surfing again.

B.A. Arizona State University
M.A. Baylor University
Ph.D. Baylor University

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VIDEOGRAPHY

▼ CLICK AN ICON BELOW
TO WATCH A VIDEO

