

# MARK POMERVILLE

WRITER • PRODUCER • EDITOR

Direct: (360) 904-8142 [markwrotethat@gmail.com](mailto:markwrotethat@gmail.com) [www.pomerville.com](http://www.pomerville.com) Los Angeles, California

## EXPERIENCE



### WRITER & EXECUTIVE PRODUCER

PROJECT SPARK STUDIO (*June 2015 - Present*)

Currently overseeing production of multiple animated films at Project SPARK Studio, an award-winning, PBS-featured nonprofit children's programming production studio in which films are animated "by kids, for kids." Position includes:

- Writing screenplays and consulting on story structure for each animated children's film script
- Producing young filmmaker workshops and booking high-profile industry guest speakers
- Writing grant awards of up to \$50,000 and strategically submitting completed projects to film festivals



### EXECUTIVE PRODUCER

THE LEYVA COMPANY (*June 2017 - January 2019*)

Executive Produced *The Invisible Vegan*, a 90-minute documentary currently streaming on Amazon Prime, kweliTV, and Tubi that explores plant-based dietary lifestyles within the African American community. Noteworthy achievements:

- Successfully raised \$50,000 in documentary funding through social media Indiegogo crowdfunding campaign
- Launched targeted social media networking campaign strategy, resulting in substantial film funding
- Coordinated film screenings among test audiences and financial backers to increase funding



### VIDEO PRODUCER

POMERVILLE PRODUCTIONS (*November 2015 - Present*)

Currently the head of a video production company that specializes in filming and editing promotional content for corporations, educational institutions, government entities, and non-profit organizations. Services include:

- Producing, filming, and editing promotional videos, directing live stream events, and producing podcasts
- Operating within limited budgets and tight time constraints while still prioritizing overall client satisfaction
- Past projects include high profile public video campaigns for the County of Los Angeles, California



### PRODUCER

TRIFECTA ENTERTAINMENT & MEDIA / THE TORNANTE COMPANY (*Sept. 2014 - Nov. 2014, May 2015*)

Spearheaded the pre-production and taping of over 35 episodes of Michael Eisner's *Judge Faith*, a daytime syndicated TV court series that airs nationally on The CW Network, Bounce, and Lifetime. Noteworthy achievements:

- Directed a producing team's cold-call casting and interviews with over 1,500 potential court show guests
- Wrote extensive testimonies and case summaries, and pitched episode concepts to production executives
- Prepped show guests for taping, while coordinating all wardrobe and travel accommodations



### CASTING PRODUCER

3-BALL ENTERTAINMENT (*January 2015 - April 2015*)

Produced nationwide casting of ABC's *Extreme Weight Loss* (season 6) and TLC's *Fat Chance* (season 1):

- Managed targeted social media casting campaigns, specifically focusing on major U.S. city casting
- Filmed dozens of on-camera interviews, and wrote detailed potential cast member biographies
- Demonstrated adaptability and delicacy during interviews due to the shows' sensitive subject material



### CASTING PRODUCER

RELATIVITY TELEVISION (*July 2012 - August 2014*)

Directed nationwide casting for multiple unscripted television programs including MTV's *Catfish: The TV Show* (seasons 2-4), GSN's *The American Bible Challenge* (seasons 2-3), and Lifetime's *Kim of Queens* (season 1):

- Conducted dozens of on-camera interviews, as well as over 2,000 phone interviews with show guests
- Pitched episode concepts and potential storylines to production, casting, and network executives
- Exhibited strong leadership and organizational skills by overseeing a team of editors





## ASSOCIATE SEGMENT PRODUCER

**GRB ENTERTAINMENT** (December 2012 - January 2013)

Produced show segments for WE TV's *Pregnant and Dating* (season 1), an original unscripted series that documents the lives of five successful single business women who are expecting and looking for romance:

- Orchestrated Los Angeles-based location scouting and secured various filming venues
- Booked high-end shopping, restaurants, and other activity-based dating hotspots for episode taping
- Coordinated male suiters to date female cast members and oversaw "male makeovers"



## ASSOCIATE PRODUCER

**ELLEN RAKIETEN ENTERTAINMENT** (September 2011 - July 2012)

Served as Associate Producer and Casting Associate on A&E's *Teen Trouble* (season 1), a docu-reality series in which rebellious youth are given the opportunity to turn from their destructive behavior and regain their lives:

- Recruited numerous families with teenagers to participate in a personal restoration show
- Shot interviews and on-location B-roll footage used to document teens' personal struggles
- Built trust among adolescent guests coping with anger, depression, and personal trauma



## ASSOCIATE PRODUCER

**MICHAEL LEVITT PRODUCTIONS** (August 2011 - September 2011)

Produced *America's Money Class with Suze Orman* for the Oprah Winfrey Network (OWN), a mini-series talk show in which viewers were given financial resources, as well as guidance and tips for better money management:

- Booked and mobilized web cam guests across the nation via Polycom live video conferencing
- Regulated video streaming quality control and administered troubleshooting during episode tapings
- Secured locations with strong wireless signals for optimal video connection

## AREAS OF EXPERTISE

- |               |                  |                           |                       |
|---------------|------------------|---------------------------|-----------------------|
| • Producing   | • Graphic Design | • Voice-Over              | • Personal Skills     |
| • Editing     | • Cinematography | • Communication           | • Public Speaking     |
| • Videography | • Photography    | • Team Building           | • Attention to Detail |
| • Writing     | • Casting        | • Social Media Management | • Multitasking        |

## PROGRAMS / TECHNICAL SKILLS

- |                   |                    |                 |                  |             |
|-------------------|--------------------|-----------------|------------------|-------------|
| • Adobe Premiere  | • DSLR Cameras     | • Sprout Social | • Lexis Nexis    | • Facebook  |
| • Adobe Photoshop | • DJI Drone / Osmo | • MailChimp     | • Research Point | • Instagram |
| • Adobe Lightroom | • Final Cut Pro    | • Microsoft     | • Multi-Camera   | • Twitter   |
| • Adobe Audition  | • Final Draft      | • Office        | • Live Streaming | • LinkedIn  |

## EDUCATION

**UNIVERSITY OF SOUTHERN CALIFORNIA** School of Cinematic Arts - Directing, Cinematography

**WASHINGTON STATE UNIVERSITY** Bachelor of Arts in English (Emphasis in Creative Writing)

## REFERENCES

### JASMINE PERRY

CEO, The Leyva Company  
Direct Phone: (310) 497-8253  
Email: [japerry247@gmail.com](mailto:japerry247@gmail.com)

### BEN KEELINE

Executive Director, Project Spark Studio  
Direct Phone: (530) 229-9310  
Email: [bmkeeline@sbcglobal.net](mailto:bmkeeline@sbcglobal.net)

### VALERIE HAMERLING

Supervising Producer  
Direct Phone: (516) 581-3924  
Email: [vhamerling@yahoo.com](mailto:vhamerling@yahoo.com)