

# MARK POMERVILLE

MEDIA PRODUCER &  
DIGITAL MEDIA MANAGER

## EXPERIENCE

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### DIGITAL MEDIA MANAGER

PROVIDENCE (November 2015 - Present)

Currently managing all promotional videos, graphic design, and social media content for the Office of Advancement at Providence, a top-ranking U.S. National Liberal Arts college. Management roles includes:

- Creating targeted social media engagement strategies by utilizing Sprout Social Management software
- Supervising a team of 10 social media strategist to increase online engagement
- Filming, editing, and producing in-house promo videos and graphic design artwork for social media
- Writing magazine articles and editorials for the institution's quarterly online and print publication
- Organizing large-scale fundraising events from conception to completion
- Conducting comprehensive donor research and reports to assess giving capacity of potential constituents



### 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



### WRITER & EXECUTIVE PRODUCER

PROJECT SPARK STUDIO (June 2015 - October 2020)

Oversaw production of multiple animated films at Project SPARK Studio, an award-winning, PBS-featured children's programming production studio. Position included:

- Writing screenplays and consulting on story structure for animated film scripts
- Co-directing animated films and producing live action previsualization sequences for animators
- Writing grants to fund animated films and strategically submitting films to 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. 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



### 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 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  
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Email: [japerry247@gmail.com](mailto:japerry247@gmail.com)

### BEN KEELINE

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### VALERIE HAMERLING

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