Mark Schimmel
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EDUCATION

Pratt Institute, New York City
BFA

COURSE WORK

School of Visual Arts, New York City
Directing

Columbia College, Chicago
Art and Design, Photography

The School of the Art Institute of Chicago
Drawing

ACADEMIC HISTORY

• Adjunct Faculty, Department of Film and Video, Columbia College Chicago
• Adjunct Faculty, Department of Art and Design, Pratt Institute, New York City

SELECTED PROFESSIONAL HISTORY

Once Upon A Time, Inc., Chicago / Current
Film & Digital Video Producer and Director for national broadcast and Internet content
Directing and producing commercial related projects, new business development, estimating and bidding projects, client relationships and creative direction.

Dictionary Films, Chicago / 2008
Film Director with representation that includes Los Angeles and the Midwest regions.

DVX Entertainment, Moscow, Russia / 2005
Film Director
Directing the feature 3D animation movie, "Geppetto's Secret".
The animators are based in Moscow, the voice over talent is based in LA, the audio studio is based in New York and the rendering farm is based in Frankfurt. I traveled from city to city to direct and supervise all aspects of the project. Acting talent includes: Eric Roberts, Tom Bosley, Rene Aberjinois and Claudia Christian.

Miramax Films, New York City / 1995
Freelance Graphic Designer
Designing theatrical movie posters and layout design for national print advertising for feature length films. Titles include: "Ballroom Dancing", "The Crying Game", "Map of The Human Heart", and "Ethan Frome".

The Image Makers, Production Company, New York City / 1996
Film Director, Executive Producer, directing national commercials, commercial script development, drawing storyboards, and presenting rough-cut editorials for client approvals.

Good Times Entertainment, New York City / 1995
Freelance Graphic Designer, creating promotional material and case designs for DVD releases of feature length motion pictures and various animation series.

Schimmel & Robinson, New York City / 1989
Founder and Creative Director for AAAA status advertising agency
Agency Creative Director, client management, new business development.

Robinson & Rivera, New York City / 1989
Agency Creative Director for a boutique Hispanic Advertising Agency, creative direction of business-to-business advertising, video and radio production

M Squared Graphics, New York City / 1989
Design Director, designing logos, brochures and an array of business-to-business print materials.

Lintas / Lowe Worldwide, Interpublic Group of Companies, New York City / 1986
Art Director, concept and layout advertising for packaged goods. Accounts included: Diet Coke, Coke Classic, Lipton Tea, Bayer Aspirin, Contadina Products and Heineken Beer.

Walt Disney Productions, Orlando Florida / 1984
Assistant Graphic Designer, design support to the Florida theme parks: Walt Disney World and EPCOT Center. Projects include, poster design, restaurant menu design, logo designs and storyboard layout for "Captain EO", a 3D film directed by Francis Ford Coppola.

TEACHING EXPERIENCE

"Introduction to Producing Television Commercials and New Media"
Department of Film and Video, Columbia College Chicago
This is the first course of its kind offered in North America. This lecture-based course is designed to introduce and prepare the student to become an entry-level producer in the area of broadcast advertising. The student is taught a greater understanding of production (producing and estimating) in the following areas: commercial advertising, branding, new media, special effects and all motion picture elements that are used for broadcast.

"Advertising Design"
Adjunct Faculty, Department of Art and Design, Pratt Institute, New York City
This course is designed to teach students to creatively conceive print and broadcast advertising. After the initial concept, the student is then required to design and produce a series of professional quality advertising pieces that could be added to their portfolio.

SELECT GUEST LECTURER

Department of Film and Video, Columbia College Chicago
Lectures included, "Directing Broadcast Advertising" and "Producing Broadcast Content". The students are left with an understanding of the different disciplines and career paths in broadcast production.

Apple Computer, Final Cut Pro Workshop, Chicago IL
Lectures included a presentation of my director's reel and a brief description of my creative editorial process using Final Cut Pro.

The Actor Studio, Chicago
Lectures included, "Working with Producers" and "The Actor – Director Relationship in Broadcast Advertising". During the lecture, I encourage role-play and share many different stories from professional experience. The students are left with a strong insight to the dynamics of the relationships that can occur between a director and actor.

The Ensemble Studio Theatre, New York City
Lectures include, "Working with a Film Director". The members of the ensemble are presented with different actor-director situations that are most likely to occur on a film set.

TEACHING INTERESTS
Directing Concentration
Producing Concentration
Beginning Drawing

PROFESSIONAL INTERESTS
Producing
Directing
Creative Director

PROFESSIONAL EXPERIENCE – HIGHLIGHTS

Commercial Film and Video Production

Director and Producer of National Commercials for Clients Include:
The Tribune Company, Chamberlain – Lift Master, National Health Care and Hospitals, Frito Lay, Pepsi, Sylvania, Coca Cola, Lipton Tea, Adelphi University, USPS, Benjamin Moore, Forte Hotels International, Draft- FCB- NY, Grey Worldwide, DDB Chicago, Critical Mass International, BBDO Toronto.

New Media / Internet Digital Video Production

Director and Producer of New Media and Internet Projects Include:
Chicago Street Musicians.org
Schering-Plough, Global Healthcare, BBDO Toronto
Nintendo, North America and Japan
Discover Financial Services, Fee Products, Discover Financial Services
Safeway, Thanksgiving, Safeway.com

Short Story Subject Films and Videos

Director and Producer Short Subject Films Include:
"What is God", Documentary, Once Upon a Time - Producer
"Unconditional Love", Documentary, Elmsford Animal Shelter - Producer
"Advances in Medical Education", Documentary, Doris Day Animal League, PCRM and Harvard University, Producers
"Painful Vanities", Documentary – PeTA, Ingrid Newkirk, Steve Ragland, Producer
"A Bread Time Story", narrative, Mark Schimmel - Producer
"An Inside Look to the Making of Geppetto's Secret", Documentary, DVX - Producer

Television Production

Director and Producer of Television Productions Include:
Animal Planet, Producer, Writer, Director - Discovery Network,
Over My Head Financial Planning, Director, - Discovery Network

Feature Film Production

"Geppetto's Secret", Director and Editor for 3D animation film – DVX Entertainment
"The Runaways", Director of Photography and Camera Operator – Inde Feature

PROFESSIONAL DEVELOPMENT AND WORKSHOPS ATTENDED

Dialogue and Scene Study, Victory Gardens, Chicago
Scene Study, The Actors Studio, Chicago
Teaching Philosophy, Columbia College Chicago
Final Cut Pro, Apple Computer
Adobe Software: In Design, Photoshop, Ascend Training
Motion Certificate, Columbia College Chicago
Color Training, Columbia College Chicago
Photoshop Certificate, Columbia College Chicago

AWARDS, HONORS and GRANTS

EMMY nomination
The National Academy of Television Arts and Sciences
"Advances in Medical Education"
Gold Medal
The New York Festivals
"Painful Vanities" – Documentary Short
Bronze Medal
The New York Festivals
"Unconditional Love" – Documentary Short
Sliver Hugo Award
The Chicago Film Festival
"Experience the the Power" – Documentary Short
Silver Plaque
The Chicago Film Festival
"Advances in Medical Education" – Documentary Short
Silver Plaque
The Chicago Film Festival
"A Bread Time Story" – Short Narrative Film
Silver Plaque
The Chicago Film Festival
"Time" – Ministry Health
Gold Statuette
ADDY ADARD
"Help Team" – Tribune Company
Gold Award
Create Magazine
"How Can I Help You?" – Tribune Company
Gold Statuette
TELLY Award
"Family" – NSLIJ Health
"Home For Dinner" – Adelphi University
"Biker" – On Site Trading
"Research" – NSLIJ Health
"Pick it Up" – Tribune Company
"All the Color" – Tribune Company
"Game Show" – Tribune Company
Silver Statuette
TELLY Award
"Sunday Run" – Tribune Company
Silver Award
Worldfest Houston
"Long Island, Our Story" – Tribune Company

Silver Remi
Worldfest Houston
"Family" – NSLIJ Health
"Climber" – On Site Trading
Bronze Remi
Worldfest Houston
"Biker" – On Site Trading
"Father & Daughter" – Tribune Company
"Advances in Medical Education" – PCRM, Doris Dan Animal League
Sliver Honors
The Global Awards
"Healthy Connections" – Ministry Health
Award of Excellence
Art Directors Club of New York City
Advertising Excellence Award
American Association of Advertising Agencies, New York City
Roy W. Dean Film and Video Grant, Los Angeles
"Painful Vanities" – Documentary Short
The Poplock Foundation Film and Video Grant, Washington, DC
Doris Dan Animal League
"Advances in Medical Education" – Documentary Short

PUBLICITY

"Multiple Hats" by Deb Mayo, Source e Creative
"Mark Schimmel: Inde Director, Collaborative Tendencies" by Jamie Kitchens e creative search
"Fast Track" by Cheryl Lavin, Chicago Tribune Magazine
"Doing His Homework" by Nancy Bernstein, Fast Channel Network
"Good Health – Directing Health Care" Kodak, In Camera – International
"Reinventing Himself – Keeping Work Fresh" by Cathy Demetropoulous, Imaging & Sound
"A Collaborative Effort" by Evan Argall, Screen Magazine
"Mark Schimmel", Metropolis Magazine
"Eight Days a Week" by Cory Lanham, Screen Magazine
"Master Control, Hands on Approach to Clients", Midwest Production Report
"Yoga" Seeing Spots, Screen Magazine
"Travelin' Man" by Dixon Galvez-Searle, Screen Magazine
"Schimmel lets the dogs out for a Sunday Run" Kodak, In Camera – International
"Advances In Medical Education" Good Medicine
"Geppetto's Secret" Los Angeles Times
"Schimmel for NS LI Health" Shoot Magazine
"Schimmel Plays a Game of Hopscotch" Shoot Magazine
"Schimmel Decorates" Shoot Magazine
"WTC Scenes Delayed Airing" by Ruth Ratny, Screen Magazine

"No Destroy Policy -Documentary For Animal Shelter" by Michael Clark, Shoot Magazine
"SSC+B Interns" Pratt Institute, Prattfolio Magazine

PUBLISHED WRITING

"A Taste of My Own Medicine", Shoot Magazine
"Get Reel", Shoot Magazine
"Interesting Tails – Directing Dogs", Screen Magazine
"From PA to Spot Star", Screen Magazine
"What You Do With It", Shoot Magazine
"Facing The Challenge", Graphic Design USA

UNIVERSITY SERVICE

Career Advisor, Columbia College Chicago
This service is offered to graduating students who are in the process of making the transition from student to working professional. One-on-one guidance sessions are given on an individual basis to students seeking advice and consultation. The students experienced an over all improvement concerning their portfolios, demo DVDs, phone and interview skills. This improves the success of securing a position in the professional workplace.

Producing Concentration Committee, School of Film and Video, Columbia College Chicago
This committee congregates to discuss and determine the educational status and direction of teaching Producing. I represent the commercial film making aspects of the department by offering insight and contributing professional documents to the newly created on-line "satchel" of information available to faculty and students.

COMMUNITY SERVICE

Certified Spinning Instructor, Madd Dog Athletics
Certified Reaction Cycling Instructor, Bally Total Fitness
Red Cross Volunteer, Certified in CPR and First Aid

LANGUAGES

Speak and understand conversational Russian

REFERENCES

Available Upon Request