Mark Schimmel 818 Pinto Lane Northbrook, IL 60062 847. 502 . 2973 / 847 . 400 . 5145
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SUMMARY

Genuinely and passionately creating timeless design, broadcast and online content.

Concept and creative direction	Film and digital video - Director / Producer
Global management skills	Experience in B2C and B2B communication
Expert editor of Final Cut Pro	Strategic planning of complex creative projects
Dynamic presentation skills	Produce, estimate and deliver projects under budget

ACHIEVEMENTS

Initiated and supervised the creative process from concept through final production. Prepared, incubated, illuminated and executed creative ideas that have won numerous awards, increased team self-esteem and served the client's primary business objectives.

Business Development includes growing and consulting for several multi million dollar advertising agencies, design firms and production companies throughout the North East and Midwest. Expertise in prospecting, pitching, closing and servicing the needs of the clients, which generated an increase in revenue and profit for the business.

Collaborated with artists and information specialists throughout North America and Europe. Projects were completed with:

- Speed – before deadline
- Accuracy – fulfilling project objectives
- Efficiency – average 20% under total budget of estimated costs

Managed and mentored creative teams to deliver result driven content. Creative solutions generated a 30% increase in website hits per day contributing to significantly higher sales and greater brand awareness.

Produced and Writer of hundreds of digital, film and video projects with expertise in HD, motion graphics, 3D animation and all audio elements. Budgets ranged from $35K through $350K and have delivered up to a 60% profit margin.

Director and Writer of award-winning commercials for international, national and regional distribution. My distinctive visual style is complimented by extensive pre production experience, advanced knowledge of principal photography and excellent client relationship skills.
Based on actual costs, projects earned a 40 – 60% profit.

Created emotionally compelling documentary and viral films in a story telling genre

- "What is God" – currently in production
- "Unconditional Love" – Raised over $750K for Elmsford Animal Shelter
- "Advances in Medical Education - Harvard Medical School" – Resulted in closing over 160 canine testing labs due to the introduction of more advanced teaching methods.

Supervised a 4 million dollar, multi year production of a 3D animation feature film

- Coordinated 65 artists and technicians in Moscow, with accountability to business partners throughout Europe, Los Angeles, New York, Chicago and Pennsylvania
- Directed 1,800 drawings for story reels with 90 minutes of animatic content
- Edited the story reels, animatic reels and final renderings
- Supervised audio by co-directing talent and music composition
- Created a "Behind the Scene" Mini Movie and Trailer to attract investors

Writer for Discovery Network, Animal Planet.

Accomplished advanced level of **Final Cut Pro.** Editorial skills in a story telling genre. Creating emotional viewing experiences that have won numerous awards. Additional certificates earned for **Motion** and **Photoshop** software.

EXPERIENCE

Once Upon a Time, Inc.
Creative Director
Film and DV Director
Final Cut Pro Editor

Columbia College, Chicago
Adjunct Professor, School of Film – Producing Concentration
Producing Concentration Committee
Presenter of numerous workshops
Industry Expert – Leadership consultation to graduating students

Crescent Moon Films, NY
Director, Editor

The Image Makers, NY
Director, Creative Director

Schimmel + Robinson Advertising, NY
Creative Director

Lintas / Lowe Worldwide, NY
Art Director

Walt Disney Productions, Lake Buena Vista, FL
Associate Art Director

EDUCATION

Pratt Institute School of Art and Design, New York City	**BFA**
Columbia College, Chicago	**Photography / Film**
Art Institute of Chicago	**Drawing**

AWARDS

The National Academy of Television Arts and Sciences:	EMMY Nomination
The New York Festivals:	Gold and Bronze
The Chicago Film Festival:	Silver Hugo
Intercom, **Chicago Film Festival:**	Silver Plaque
Worldfest Houston:	REMI: Silver, Bronze
The Create Awards:	Gold
ADDY Awards:	Gold and Silver
The Global Awards:	Silver
Telly Awards:	Bronze, Silver, Gold
The Poplock Foundation Grant	
Roy W. Dean Grant	

PERSONAL

International travel and business skills / Speak and understand conversational Russian
Contributing Writer for Shoot, Screen and Graphic Design magazines
Certified Spinning Instructor, Madd Dog Athletics / Certified Cycling Instructor, Bally Total Fitness
Red Cross volunteer, certified in CPR and first aid