

Mark Schimmel
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Cinema and Art Instructor
Film and Video: Producer and Director / Editor / Scriptwriter / Speaker

Highly qualified, award-winning professional with over 29 years of experience in producing and directing in the branded entertainment, film, and television industry. In addition to an MFA in Film, is recognized for top industry credentials. Specialties include, producing, writing, and narrative film making. Expertise developing curricula and teaching these topics in higher education, online and in person. Has earned a reputation as a professor invested in student projects while preparing students for the professional world. Stays current through continuing professional work and development.

EDUCATION

Vermont College of Fine Arts
Film
Master Fine Arts

Pratt Institute, New York City
School of Art and Design
Bachelor of Fine Arts

ADDITIONAL COURSE WORK

School of Visual Arts, New York City
Film and Animation
Directing

Columbia College, Chicago
Art and Design
Photography

The School of the Art Institute of Chicago
Fine Arts
Drawing

TEACHING EXPERIENCE

Ringling College of Art and Design, August 2020 – Present

Visiting Full Time Professor – School of Film

Social Media, Film Department

Faculty Facilitator Film, INDEX

Storytelling, I

Course Instructor to teach introduction concept and story for Branded Entertainment students.

- Teach students to develop effective ways of conceiving original ideas for a specific brand.
- Develop and integrate creative briefs to shape and guide the creative thinking and writing process of branded scripts.
- Instruct students how to create concept boards to pitch their brand ideas.
- Prepare and teach storytelling writing exercises for a wide range of branded scripts,

Storytelling, II

Course Instructor to teach and develop scripts for senior thesis projects.

- Explore different screenwriting styles for brands and narrative filmmaking: narrative, documentary, music videos and branded content.
- Teach writing techniques to enhance storytelling, with a focus on concept.
- Prepare and modify scripts drafted in the class for thesis year productions.
- Teach students how to draft storyboards based on their script.

Directing, Sophomore

Course Instructor to produce up to 12 sophomore projects.

- Teach students the craft of visual storytelling, from script to screen.
- Introduce students to the language of directors, actors, blocking and eyeline to assist the student to deliver a powerful story and impactful performances.
- Instruct students how to translate and direct their scripts into motion pictures using composition, color, camera and sound.
- Teach the role of the director, how they interact with crew and personnel during preproduction, principal photography, and wrap.

Producing, Junior Project

Course Instructor to produce up to 11 junior short films.

- Introduce the foundations of producing to develop successful skills and strategies that ensure success when filming.
- Teach collaboration with their peers to instill a professional production setting.
- Teach the students how to find locations through location scouting, contracting a location and location management techniques.
- Supervise the internal paperwork and documentation for departmental and schoolwide use.
- Instruct casting workshops that teach the students how to prep and host a casting session and secure the talent for their project. This workshop covers union, SAG and non-union actors.
- Supervise students to remain within budget for their film by guiding costs which includes props, meals, crafty and other cost components.
- Teaching the students the art and craft of table top product shots.

Film Thesis II, Narrative Track

Co-Teacher to produce eleven narrative senior thesis short films

- Offer high level script guidance concerning character development, story structure and potential production red flags
- Mentor students to managing cast and crew.
- Guide students when location scouting and managing the location for their production.
- Host a film festival workshop.
- Advise students how to create an effective movie trailer by leading a movie trailer workshop.

Topics in Entertainment

Designed and drafted the syllabus to teach students a greater understanding of the professional industry.

- Discuss trends and global perspectives in branded entertainment by securing a free 15 week subscription to Source Creative (the IMDB for Branded Entertainment).
- Present behind the scenes insight to industry standards, protocols, and workflows.
- Teach research techniques to initiate a connection with key industry personnel.
- Teach email protocols that will increase the effectiveness of the student's communication.
- Resume building for career opportunities in branded entertainment.
- Organized a 12-part lecture series featuring high level industry professionals from a variety of disciplines.
- Instruct how to design a self-promotional sizzle reel.
- Advise how to draft an effective personal biography.
- Teach students how to create an effective website that will serve as their student portfolio.

Business of Branded Entertainment (Spring '22)

Drafted and designed the syllabus to teach students insights to the business of branded entertainment.

- Teach the bidding and budgeting process using the industry standard AICP (Association of Independent Commercial Producers) spreadsheet.
- Instruct how to breakdown a professional branded script and storyboard.
- Create and draft a professional level branded production treatment.
- Instruct students how to write a high-level SOW (Scope of Work) document for client approvals.
- Host professional guest speakers from VEMO to postproduction professionals.
- Explain the objectives of professional conduct set forth by the AICP.
- Workshop on wrapping (finalizing) a production binder upon conclusion of principal photography.
- Review of contracts, SAG, IATSE and other production related documents.

Additional Ringling Teaching, Advising and College Services

- Faculty Facilitator, INDEX – The Collaboratory.
- “Patriot Plaza 11-part video tour” for The Patterson Foundation.
- Faculty Facilitator, INDEX, “The Enders” Scheduled for January 2022. A documentary short based on holocaust survivors and civil right survivors.
- Ringling College of Art and Design Advancement: Interviewing trustee and commercial director Ray Dillman and inviting and interviewing episodic director, Bethany Rooney.
- Social Media: Management of the Film Department’s social media campaigns for open house events, posting behind the scenes images from student films and growing a following from 234 to over 990+.
- Coordinated the media campaign for student “The Quarantine” films which resulted in magazine and broadcast news coverage.
- Initiated film festival submissions for students which resulted in selections for Key West Film Festival and Sunscreen Film Festival. One student was awarded, “Best Student Film.”
- Liaison between students and branded professionals, which resulted in professional relationship building with notable industry contacts such as Damon Davis, Frank Prinzi, Joe DeSalvo and others.

Columbia College Chicago, Cinema and Television Arts, August 2010 – 2021 Adjunct Faculty, Undergraduate and Graduate

Producing 1, Undergraduate (2010 – 2021)

Advanced Line Producing, Undergraduate (2010 – 2018)

Advanced Practicum, Line Producing, Undergraduate (2010 – 2012)

Assistant Director’s Workshop, Undergraduate (2010 – 2017)

Introduction to the TV Commercial, Undergraduate (2008 – 2012)

Line Producing Workshop, Graduate – 6-week course (2012 – 2018)

PREVIOUS UNIVERSITY SERVICE

e-Learning Experience

Efficient in eLearning platforms Canvas, Zoom, Teams and Skype. This includes hosting classes up to 40 students some of which have special needs that required closed caption and other accommodations.

- Developing virtual class lesson plans.
- Preparing students for a remote class.
- Hosting three-hour long lessons and lectures.
- Facilitating virtual group projects.
- Initiating webinars and inviting working professional guest speakers to contribute to the lectures.

Chicago Filmmakers
Producing Instructor

Pratt Institute, New York City
Department of Art and Design
Adjunct Faculty
Introduction to Advertising

Direct Study Teacher, Producing Concentration, Columbia College Chicago
This service is custom-tailored toward one student who has chosen me as their directive study teacher, personally advising and guiding them in their concentrated point of interest.

Career Advisor, Columbia College Chicago
This service is offered to graduating students making the transition from student to working professional. One-on-one guidance sessions given on an individual basis to students seeking advice and consultation concerning their online portfolios, phone, and interview skills.

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

PROFESSIONAL BRANDED ENTERTAINMENT, FILM AND TELEVISION EXPERIENCE

Branded Entertainment, Narrative and Digital Video Production
Director and Producer of national commercials for clients including Mars / Banfield, McDonald’s, Bristol Meyer Squibb, Safeway, True Value Hardware, The Vitac Group, Nintendo, Dupont, The Tribune Company, Chamberlain – Lift Master, National Health Care and Hospitals, Frito Lay, Pepsi, Sylvania, Coca Cola, Lipton Tea, Adelphi University, USPS, Benjamin Moore, Draft- FCB- NY, Grey Worldwide, DDB Chicago, Critical Mass International, BBDO, Leo Burnett.

Road Pictures, Inc. 2020 – Current
Producer and Director representation for national branded entertainment, commercial and web content.

Once Upon A Time, Inc., Chicago / 2000 – 2020
Film & Digital Video Producer and Director for national broadcast and branded entertainment. Directed and produced branded entertainment, commercial related projects, new business development, estimated and bid projects, managed client relationships and creative direction.

“The Now”, Mini-Series, EP: Jeffery Katzenberg, Jonathon Schwartz, Peter Farrelly, Bob Farrelly
Co-Producer, 2nd unit, filmed in Illinois, Iowa and Vancouver, BC.

- Initiated the production budget for the series.
- Hired union and non-union crew.
- Unit Production Manager for the entire production over a 26-day period.
- Supervised payroll, petty cash, purchase orders and all other wrap assets.
- Delivered digital production binder to the production company.

“The Originals”, CW Television Show, Warner Bros., CA / 2016
Director shadow for episode 312, Season 4.
Created by Julie Plec, “*The Originals*” is an offspring of the “*Vampire Diaries*”, filmed in Conyers, GA.

- Attended all script and department head meetings.
- Present for all prep meetings, location scouting, casting, cast read through and budget meetings.
- Created a complete script (scene by scene) breakdown itemizing shot lists, blocking and camera positions.

“The Adoption”, Screenplay

Writer of an original screenplay based on actual experiences when adopting.

“Geppetto’s Secret”, Feature Film, DVX Entertainment, Moscow, Russia / 2005

Director for feature 3D animation movie. starring Eric Roberts, Tom Bosley, Rene Aberjinois and Claudia Christian.

- Character development concept design.
- Lead all storyboarding and script meetings.
- Supervision of all audio and visual elements.
- Off-line Editor.

Short Story Subject Films and Videos

“*The Musician*” – Writer, Producer, Director

“*Kill the Light*” – Producer, Director, Editor

“*Untruth*” – Producer, Director, Editor

“*What is God*”, Documentary – Producer, Director, Editor

“*Unconditional Love*”, Documentary, Elmsford Animal Shelter – Producer, Director, Editor (EMMY nomination)

“*Advances in Medical Education*”, Documentary, Doris Day Animal League, PCRM and Harvard University – Producer, Director, Editor

“*Painful Vanities*”, Documentary – PeTA – Producer, Director, Editor

“*A Bread Time Story*” – Producer, Director, Editor

“*An Inside Look to the Making of Geppetto’s Secret*” – Producer, Director, Editor

Television Production

The Now, Mini Series – Co-Producer.

The Originals, Warner Bros., CW Network – Director shadow

Animal Planet, Producer, Writer, Director – Discovery Network – Producer

Over My Head Financial Planning, Director, - Discovery Network – Director

Feature Film Production

“*Hope Springs Eternal*”, Director – Uncredited

“*Geppetto’s Secret*”, 3D animation film – Director, Editor

“*The Runaways*”, Director of Photography

Dictionary Films, Chicago

Director with commercial representation that includes Los Angeles and Midwest.

Miramax Films, New York City

Freelance Graphic Designer

Designing theatrical movie posters 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

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

Freelance Graphic Designer, creating promotional material for DVD releases of feature-length motion pictures and various animation series.

Schimmel & Robinson Advertising, New York City

Founder and Creative Director for AAAA status advertising agency.

Creative Director, client management, new business development.

Robinson & Rivera Advertising, New York City

Creative Director for a boutique Hispanic Advertising Agency, creative direction of business-to-business advertising, video and radio production

Lintas / Lowe Worldwide, Interpublic Group of Companies, New York City

Art Director. Brands assigned included Diet Coke, Coke Classic, Lipton Tea, Bayer Aspirin, Contadina Products and Heineken Beer.

Walt Disney Productions, Orlando Florida

Assistant Graphic Designer, design support to the Florida theme parks: Walt Disney World and EPCOT Center. Projects included poster design, restaurant menu design, logo designs and storyboards.

GUEST SPEAKING

The Black American Film Experience Festival

This all-inclusive panel focused on inclusion, diversity, and balance in filmmaking. My film, “*The Musician*”, featuring a person of color in the lead role, was the focus of discussion.

Women in Film

Standing member with invitations to host workshops and lectures. Lectures included “Learning How to Become a DIT” and focused on the future role of women and how they can enter the camera department in a film production as a Digital Information Tech.

National Academy of Television Arts and Sciences

Lectures included “Career in Filmmaking.” This lecture panel provided insight into the career path for young and established filmmakers. Juror member, directing category.

Odyssey, The John F. Kennedy Center for Performing Arts

Lectures included “Designing Your Career in Filmmaking.” It provided insight into the career path for young filmmakers. Students in attendance were presented educational and professional guidance to discover and pursue a career in filmmaking.

Richmond International Film Festival

Participated in Film Makers Panel.

Key West Film Festival

Juror, student category.

Department of Film and Video, Columbia College Chicago

Lectures included “Directing Broadcast Advertising” and “Producing Broadcast Content.” Attendees left understanding 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 the creative editorial process using Final Cut Pro.

The Actor Studio, Chicago

Lectures included “Working with Producers” and “The Actor – Director Relationship in Broadcast Advertising.” Students left with strong insight into the dynamics of the relationships that can occur between a director and actor.

The Ensemble Studio Theatre, New York City

Lecture "Working with a Film Director" presented members of the ensemble with varied actor-director situations most likely to occur on a film set.

PROFESSIONAL DEVELOPMENT/AFFILIATIONS

Vero Beach Film Festival, Board Member
International Judge, Student Films, Key West Film Festival
Teaching on-line, Columbia College Chicago
Association of Independent Commercial Producers - AICP
National Judge, Directing, The National Academy of Television Arts and Sciences
Bridges: Building a Supportive Community, Course, Certificate of Completion.
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
Color Training, Columbia College Chicago
Photoshop Certificate, Columbia College Chicago

CURATED AWARDS, HONORS AND GRANTS

FICTION AND NON-FICTION FILMS:

"THE MUSICIAN" 2019-2020

Vero Beach Wine and Film Festival, Jury Award Dramatic Short'
2021 Directors Circle Festival of Shorts
Chicago Inde. Film Awards
Key West Film Festival
Arizona Short Film Festival
Richmond International Film Festival
The Black American Film Experience Virtual Festival
TCIFF, People Choice Award
Midwest Independent Film Festival
Barrington Shorts, Grand Prize
Patrick Lives On, Chicago Film Showcase
Queen Palm Beach, Honorable Mention
Vegas Movie Awards, Honorable Mention
Studio City International Film Festival
TCIFF /International Film Festival
Kansas International Film Festival
Director's Circle Festival of Shorts
Amarcord Art House Television and Video Awards
Phoenix Shorts
Orlando International Film Festival

"KILL THE LIGHT" 2018

Los Angeles Film Awards, Best Director
Chicago Amarcord Arthouse, Best Director
Kansas International Film Festival
TCIFF, Best Short Film, Best Editor
Barrington Shorts, Grand Prize
AOF Festival, Nominations include Best Short, Best Director, Best Sounds Design and Best Editing
Lake County Film Festival
Global Shorts, Award of Excellence
Snake Alley Film Festival

Great Lakes International Film Festival
Vegas Movie Awards, Best Cinematography
DUMBO (Down Under the Manhattan Bridge), Film Festival

EMMY

The National Academy of Television Arts and Sciences

“*The Majority Report*” 2016

“*Advances in Medical Education*”

Gold Medal

The New York Festivals

“*Painful Vanities*” – Documentary, starring Woody Harrelson

Certificate of Merit

The Chicago International Film Festival

“*Chewed Up*” 2017

Bronze Medal

The New York Festivals

“*Unconditional Love*” – Documentary

Sliver Hugo Award

The Chicago International Film Festival

“*Experience the Power*” – Documentary

Silver Plaque

The Chicago International Film Festival

“*Advances in Medical Education*” – Documentary

Silver Plaque

The Chicago International Film Festival

“*A Bread Time Story*” – Narrative Film

Silver Plaque

The Chicago International Film Festival

“*Time*” – Ministry Health

Certificate of Merit

The Chicago International Film Festival

“*Symphony of Care*” – Documentary

Certificate of Merit

Hugo Awards, The Chicago International Film Festival

“*Sweet Home Chicago- Chicago Street Musicians*” – Music video

Roy W. Dean Film and Video Grant, Los Angeles

“*Painful Vanities*” – Documentary

The Poplock Foundation Film and Video Grant, Washington, DC

Doris Day Animal League

“*Advances in Medical Education*” – Documentary

COMMERCIALS AND CONTENT

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

PUBLICITY

“Ringling College and The Patterson Brings the Civic Class Trip Into the Classroom”, Tampa Bay News

“Filmmaker Ray Dillman Shares his Wisdom at Ringling College”, SRQ Magazine

“Key West Delivers an A-List Jury”, Filmmatic.com

“Russell Wilson Stars in a Campaign for Domestic Violence and Pet Safety”, Little Black Book

“Charity Spot for the Banfield Foundation”, Shots Magazine

“How They Did It, 24 Set-Ups a Day”, Movie Maker Magazine

“The Musician Harmonizes a Touching Chicago Tale”, Reel Chicago

“Inde Cancer Drama”, The Chicago Tribune

“Mark Schimmel, Director”, Sony Professional

“At Your Best”, Columbia College

“Sweet Home Chicago” by Deanna Isaacs, Chicago Reader Magazine

“American Idol Captured by Local Film Maker” by Liz Logan, Make it Better Magazine

“Multiple Hats” by Deb Mayo, Source e Creative

“Mark Schimmel: Inde Director, Collaborative Tendencies” by Jamie Kitchens e source creative

“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 Demetropoulos, 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

SELECTED PUBLISHED WRITING

Columbia College Chicago Published Works, *“How They Did It”*
“How They Did It”, Movie Maker Magazine, 2018
“Chicago Crew Comes Out For Director-Schimmel” Screen, 2018
“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

COMMUNITY SERVICE

Panel member, National Academy of Television Arts and Sciences
Volunteer, Chicago Street Musicians
Panel member, Women in Film
Certified Spinning Instructor, Madd Dog Athletics and LA Fitness
Red Cross Volunteer, Certified in CPR and First Aid

STATEMENT OF DIVERSITY

Generations of students, awareness of self, and my many years working in the industry have always inspired and informed my approach to teaching, collaborating, diversity, inclusion and equality—in and outside the classroom.

In Chicago, where I taught for 11 of my 13 higher education faculty years, diversity in the classroom was never an issue. The demographics of students interested in learning the craft of filmmaking comprised mostly female students, people of color and international students. From the very beginning of my teaching, the stage was set to discuss the values and merits of inclusion. It was second nature for me to avoid any microaggressions or triggers. My students recognized my authenticity and genuineness. More recently, I have taken completed DEI workshops to reaffirm my own behavior and teaching.

Two years ago, when I began teaching at Ringling, I noticed the lack of diversity. Once I established a trust between myself and the female students, they confided in me and suggested the department often favored men over women. Standing as a catalyst of change, one of my first tasks at Ringling was to enroll students to complete an 11-part video series for the Sarasota National Cemetery. My three top positions for crew were female and for the balance, I included as many diverse students as I could find at the college.

As the semester moved on, I saw a need to show students successful examples of diversity in their fields. I invited diverse guest speakers. This included episodic director, Bethany Rooney, Spike Lee’s personal assistant; Skyla Page; LGBTQ commercial director, Ky Dickens; and Cinematographer, Ron Sim.

My sophomore production class is another example of how I approach diversity within my classroom. An international female student mentioned her passion to make a difference with women artists. Shortly after, the chair of the film department mentioned an outside documentary project featuring an LGBTQ female artist in the Sarasota area. I felt this would be a perfect opportunity for the student. The end result was remarkable, an award-winning documentary short was completed by the student.

As a last example, teaching the branded track is another opportunity for me to share content that embraces DEI. When I have an opportunity to show global works, I choose PSA's and projects that promote change. From Nike to Dove, I show the students that you can make a difference through your talent, craft and by embracing an ever-changing need to communicate on a global scale to many cultures.

Beyond my classroom, recent movements have contributed and influenced Hollywood and the entertainment industry. In addition to supporting a cultural change within the entertainment business, state tax incentives have also encouraged diversity and inclusion. Many suspect the tax incentives began as a device to bring commerce into the state. However, another significant purpose was to strongly encourage diversity and minority inclusion. Once there was a public need for DEI, the next step was to educate and train the upcoming workforce. I stand proud to have been "an early adopter", encouraging all people to learn and apply themselves to an industry that is now seeking a diverse and inclusive group of people.

Looking ahead, I will continue to teach and integrate diversity in and outside of the classroom. I believe academia must strive to expand diversity with a more inclusive approach – welcoming and embracing different socioeconomic, ethnic and gender groups. This global approach to inclusion provides students and the future generation with a promising outlook for the future.