

Maestro Mark Sherwin



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Produce, direct, and manage various creative productions of brand advertising campaigns that moved consumers to action.

Software Skills

- Adobe Premiere
- Adobe After Effects
- Adobe Photoshop
- Adobe Lightroom
- Adobe Illustrator
- Adobe InDesign
- Adobe Xd
- Adobe Audition
- Audacity
- Canva
- MS Office
- mac OS
- Windows
- ClickUp
- Zoho Projects
- Zoho Cliq

Expertise

- Art & Creative Direction
- Videography & Photography
- Photo & Video Editing
- Copywriting
- Advertising & Marketing
- Branding and Graphic Design
- Client Management & Presentation
- Account Management
- Team Management
- Customer Relations

Experience

Executive Creative Director

Graphic Rhythm / Pennsylvania, USA

May 2021 – Present

Direct and supervise creative teams to produce ideas of all American brands for Amazon.com, Inc. branding, promotional campaigns and marketing communications.

Assistant Professor

De La Salle University Dasmariñas / Philippines

Jul 2014 – May 2018 / Sep 2020 - Present

Teach, guide, and inspire future media practitioner of theory, principles, process, and application of advertising, copywriting, photography, graphic design, video editing and digital film production.

Creative Director

SchoolBoy Creatives / Philippines (Consultancy)

Mar 2014 - Jun 2020

Manage and lead the overall creative advertising production of listed biggest local and global brands:

- **Creative Director**
Saladmaster USA / Philippines
Dec 2017 - Jun 2020
Manage the overall marketing communication materials of the of the exclusive American cook ware brand via producing cooking videos, cook book, graphic designs and other social media contents.
- **Video Production Manager**
Department of Budget and Management - GPPB Philippines / Jan 2018 - Mar 2018
Manage the production of instructional videos of Philippine procurement and bidding processes for utilization of various government agencies, LGU's, corporations, and individual entity.
- **Photographer & Video Producer**
Philippine Competition Commission / Philippines
May - Jun 2017
Head and produce the video coverage of PCC's special events like seminars and conferences.

- **Video Production Manager**
United States Agency for International Development (USAID)
Philippines / Jan - Jun 2016
Produce video campaign of Asia Pacific Economic Cooperation (APEC) energy resiliency in off-grids areas for USAID B-leaders event.
- **Video Production Director**
Compassion International / Philippines / Feb 2016
Create original and moving story of digital campaign to combat Verbal Abuse of Children of the international organization for youth.
- **Video Production Director**
2GO Express / Philippines / May - Jun 2017
Direct over-all creative production of 2Go Express Christmas video launched in a stadium; SMX MOA Arena and released in different social media platforms.
- **Video Production Manager**
Office of the Presidential Adviser on the Peace Process / Philippines / Apr 2015
Generate engaging digital videos of Bangsamoro Basic Law (BBL) to raise awareness and educate the Filipino audience.
- **Video Producer and Director**
Save the Children International Philippines / Mar - Aug 2014
Design, plan, and direct the video documentary of international organization for children of their disaster risk reduction response to typhoon Trami.

College Instructor (Part-time)

Cavite State University - Main Campus / Philippines / Jun 2013 – Mar 2014

Lead and mentor young future media practitioner of theory, principles, process, and application of advertising, copywriting, photography, graphic design, video editing and digital film production.

Creatives Research and Technical Associate

Betelnuts, inc. Multimedia & Creative Company / Philippines / Mar 2012 – May 2013

Head and plan the concept development, copywriting, and video production of the company.

Sales Associate I

Concentrix CVG Philippines / Dec 2009 – Apr 2012

Deliver customer satisfaction and boost sales by dealing with various clients' concerns like products, billings, and returns of AT&T Inc., an American conglomerate holding company.

Education

Master of Arts in Southeast Asian Studies

Wenzao Ursuline University of Languages / Taiwan / 2018 - 2020

Bachelor of Arts in Broadcast Journalism

De La Salle University Dasmarias / Philippines / 2005 - 2009



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