

MASON BENDEWALD

PROFESSIONAL SUMMARY

Experienced Director and Producer with a robust media and film background. Recognized for assembling high-performing teams and crafting innovative, commercially appealing content. Committed to education, I also share my expertise as a teacher and mentor, merging real-world experiences with academic principles to inspire and guide aspiring media professionals.

WORK HISTORY

Owner and Founder, 01/1995 to 12/2023

MEGAMACE Productions - Los Angeles, CA

- Oversaw operations and business to grow Mega Mace into a profitable, independent production company, emerging as the preeminent authority in fitness production.
- Managed day-to-day business operations.
- Enhanced operational efficiency and productivity by managing budgets, accounts, and costs.
- Trained and developed team members to build human capital.
- Generated revenues yearly and effectively capitalized on industry growth in the fitness space.
- Directed thousands of fitness videos that have set records and helped millions get in shape.
- Consulted with customers to assess needs and propose optimal solutions.

Performance Coaching and Production Consulting, 01/2018 to Current

Self - Los Angeles, CA

Partial Client List:

Technogym Cesena, Italy FightCamp Costa Mesa, CA The Platform Studios

Dubai UAE TONAL San Francisco, CA Supernatural VR (a META company)

Santa Monica, CA

TITLE Boxing - Venice, CA

- a) Evaluate talent to discover their challenges.
- b) Run lesson plans and workshops to break down and build up performance skills.
- a) Survey production practices and understand company goals.
- b) Introduce creative ways through camera, lighting and pre-production to get more out of micro-production set ups.

Producer/Director, 03/2015 to 05/2018

CYBEROBICS For RSG, Group LLC - Los Angeles, CA

CONTACT

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WWW: www.megamace.com

WWW: [Bold Profile](#)

SKILLS

DIRECTING

- **Artistic Sensibility:** Having a deep understanding of visual storytelling, composition, and emotion to create a compelling experience.
 - **Technical Proficiency:** Familiarity with cameras, lighting, sound, and other technical aspects of filmmaking to achieve desired visual outcomes.
 - **Adaptability:** Being flexible and adaptable to changing circumstances while maintaining the integrity of the creative vision.
 - **Leadership:** Guiding the creative and technical team while fostering a collaborative and respectful atmosphere.
 - **Attention to Detail:** Ensuring that even the smallest elements contribute to the overall cohesiveness and impact of the project.
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EDUCATION

Master of Arts, Film, Expected in

07/2025

Vermont College of Fine Arts -

Montpelier, VT

- Thesis: Aimee's Stoke - think 12

- Produced and Directed with a yearly budget of over one million dollars.
- Pushed the boundaries of fitness production shooting with an ambitious schedule.
- Directed Kate Hudson in two workouts shot on location in Malibu, CA.
- Shot in aspiring locations like a spin class on the back of a Salvage Tug chugging down the Miami River.
- Over saw local and regional crews of 40+ members.
- The CYBEROBICS brand premiered in in over 200 gyms in Europe for McFit, GmbH and other venues to much acclaim.

Chief Content Officer, 08/2011 to 09/2014

Dailyburn.com - New York, NY

- Created the first steaming fitness library of its kind.
- Cast lead talent and trained for camera.
- Over saw yearly budgets of one million dollars.
- Investigated customer feedback and developed programs to boost subscription retention.
- Collaborated with CEO to improve overall customer experience and increase profitability.
- Recruited, mentored and supported high-performing members of production team.
- Acquired, analyzed and made decisions based on in-depth knowledge of fitness market to rapidly achieve sales growth.

Director/Producer, 06/2003 to 08/2010

P90X® For BEACHBODY Now BODi - Beverly Hills, CA

- Produced and Directed P90X® franchise and more:
 - Departing from the status quo of production at that time.
 - Used storytelling to keep clients engaged.
 - Broke 4th wall.
 - Hired real people for background players.
 - Executed workout in one take, creating natural drama.
 - Oversaw post-production with an original score.
 - P90X is the the best selling home fitness program with recorded sales over \$700 million.
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Angry Men meets the headlines about the Lia Thomas, trans swimmer controversy.

Associate of Arts, Music And Video Business, 12/1994

The Art Institute of Philadelphia - Philadelphia, PA

- Ranked in Top 1% of class
- Valedictorian
- Best Portfolio

No Degree, Theater And Business, 1987

New England College - Henniker, NH

- Studied Photography and Dark Room Arts
- Theater and Business Major
- Founded the NEC Radio Theater Program

High School Diploma, 05/1985

High School of Performing Arts - New York, NY

- Awarded top Drama Honors
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ACCOMPLISHMENTS

Award Winning Documentary

Writer, Producer, Director of *TUNAHAKI* about a group of orphans from Tanzania.

The Reject FilmFest - Philadelphia, PA

Artistic Director and Co-Founder of this alternative film festival which captured the hearts of thousands. Featured speaker: Filmmaker, John Waters

Volunteer

- Big Brothers Big Sisters, Philadelphia, PA
 - Founder member of Friends of El Faro, Tijuana Mexico
 - Port-au-Prince, Haiti 2010 - orphanage volunteer
 - Neighborhood President - Los Angeles, CA
 - Youth Business Alliance - volunteer - Los Angeles, CA
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