



Mark Montgomery French

Creative/UX Director

I grow brands through a data-smart approach to customer intimacy.

I enhance the Creative & UX business vision at the boardroom level, motivate managers for growth at the executive level, manage creatives, project managers and UX developers at the execution level, and procure results at the analytics level, so you can make money at the financial level.

Professional Experience

Creative Director and Producer of Sunday Celebration

Glide Memorial Church, San Francisco, CA, 2020–present

I produce and creatively direct Glide Memorial Church’s livestreamed Sunday Celebrations, having developed their hybrid in-person-and-webcast model from scratch. My role encompasses team management, concept development, strategic communications, hybrid livestreaming guidance, interoperability research, presentations, project management, and talent relations. Additional tasks include motion design, stage and lighting design, composition of original audio and video works, and live cinematography with Wirecast Pro, Ecamm Live, Restream, and Zoom. I’ve produced over 325 livestreamed webcasts since 2020.

Music Educator and Historian

MMF LLC, Walnut Creek, CA, 2019–present

I present humorous, immersive, and historically accurate courses on music, both online and in-person, internationally. I also host the podcast “All Your Favorite Music is (Probably)...”, which takes a themed dive into popular songs and unearths the connections.

Co-Owner, Composer

Spiky Blimp, Oakland, CA, 2017–present

I compose scores for film, commercials, and media.

Global Creative Director

Ebates (now Rakuten), San Francisco, CA, 2013–2017

Led a team of Visual Designers, Copywriters and UX Designers to heighten Ebates’ members Cash Back shopping experiences through data-rich desktop, mobile web, app, social, print and video media. This included ideation and asset generation of weekly themed promotions, larger-scaled quarterly and yearly sales events, and concepting innovative solutions to move ahead of the retail curve. I encouraged on-brand conceptual testing and applying of customer feedback to create effective and reproducible creative results.

Over 60 awards for Creative, UX, and Strategic excellence including 1 Clio, 7 Addys, and 20 Communicators. » [See full list here](#)

Management Skills
Team leadership
Team motivation
Communication
Project managing
Relationship building

Working Skills
Content strategy
Creative development
Hybrid livestreaming
Video direction
Video production

Clients, abridged
AT&T • HP • Gap
Yahoo! • Ebates
Visa • Microsoft
GM • Symantec
Kaiser Permanente
Michaels • Cigna
Home Depot •
Glide Memorial Church

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Global Creative Director

Acxiom, Foster City, CA, 2005–2013

Led Creative, Web Dev, UX, and Process Management staff in California, New York, Tennessee, Singapore and Australia to innovation, timeliness and profitability. My team created responsively-coded mobile-optimized emails, sites, preference centers, and iBooks plus traditional direct mail for Fortune 500 clients such as Microsoft, AT&T, Symantec, Citi, FedEx, Home Depot, HP and Wyndham Hotels.

Provided creative consulting to clients about mobile marketing, post-social branding, and data-smart consumer engagement. I orchestrated the creative portion of new business pitches, from spec work conception to face-to-face presentation, traveling internationally when necessary. I created and maintained processes that allowed for frictionless growth both internally and externally.

Extracurricular
Jury member of
the IAC Awards
2015-2020

Freelance Associate Creative Director

Yahoo!, Sunnyvale, CA, 2004–2005

Working exclusively with the Small Business Division, I redesigned their Web Hosting home page, increasing signups by 50%. I also restructured their creative brief process and helped with demographic researching.

Published “Your
Baby’s Ugly: 5 Ways
to Improve Your
Creative Portfolio
and Get That Job.”
on LinkedIn
» [Read it here](#)
2018

Freelance Senior Art Director

San Francisco Bay Area, 2003–2004

Created interactive banners, print ads, and Web sites for Safeway, Wind River and Sybase, and was an interactive consultant for JumboShrimp.

Presenter at
General Assembly
on Post-graduate
Tech Options
2016

Senior Art Director

AKQA, San Francisco, CA, 2001–2003

One of their first hires, I created banners for Progressive, a commercial for Palm, and an award-winning series of overlay interactive ads for Visa & The NFL.

Creative Portfolio
Consulting for
24Seven
2015

Creative Director

Tradeweave, San Francisco, CA, 2000–2001

A classic pre-IPO dotcom, now shuttered, where I created print ads, direct mailers, corporate videos, and multiple database-driven transactional sites.

Presenter at
ad:tech on Mobile
Email Strategy
2012-2013

Art Director

Anderson & Lembke, San Francisco, CA, 1997–2000

Created a Clio-winning site takeover ad for Incite magazine, and built some of Microsoft’s initial interactive banners, nabbing two Addy awards.

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