



Mark Montgomery French

Creative Director

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

I enhance the Creative 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 400 livestream 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.

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

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.

Worked with the managers of Customer Retention, Content, Mobile, App and Web Dev to smoothly align our output to company goals. This resulted in the augmented personalization of Ebates store pages, account areas, and an email suite, all of which increased customer engagement.

Extracurricular
Jury member of
the IAC Awards
2015-2020

Global Creative Director

Axiom, 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.

Published "Your
Baby's Ugly: 5 Ways
to Improve Your
Creative Portfolio
and Get That Job."
on LinkedIn

» [Read it here](#)
2018

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.

Presenter at
General Assembly
on Post-graduate
Tech Options
2016

Creative Portfolio
Consulting for
24Seven
2015

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

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