



Mark Montgomery French

Creative Director and Producer

I grow companies through a data-smart approach to customer love.

I enhance the Creative business vision at the boardroom level, motivate managers for growth at the executive level, manage creatives and project managers at the execution level, and procure results at the analytics level, so you can attain your goals at the success level.

Professional Experience

Creative Director, Producer, and Interim AV Manager of Sunday Celebration

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

I produce and creatively direct Glide Memorial Church’s Sunday Celebration hybrid live stream and manage a six-person team of live audio and video technicians. My role encompasses strategic communications, team management, concept development, hybrid livestream guidance, interoperability research, presentations, project management, and talent relations.

Additional tasks include motion design, stage design, lighting design, creating original audio and video work, running a soundboard, audio and video editing, maintaining an audio/video gear and musical instruments inventory, and live cinematography with Wirecast Pro and Ecamm Live.

Highlights:

- Developed our custom hybrid in-person-and-webcast model
- Produced and directed over 500 hybrid live-stream events
- Expanded live-stream from Facebook-only to YouTube and helped increase YouTube subscribers by 350%
- Co-produced and directed The Celebration of Life live-stream for Glide founder Rev. Cecil Williams, featuring Joan Baez, Michael Franti, and Tom Johnston of The Doobie Brothers
- ABC7 broadcasted several of my directed live-streamed events on television in their entirety
- Created our first mobile and off-site live-stream events

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.

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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