

# Mark Fitzmartin

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**Bidder • Line Producer • DGA 1st Assistant Director • Production Consultant**

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## Profile:

Proven track record with 20+ years of media industry production experience including television commercial production, post production, film / television production, international production, live events, documentaries, animation, and web content creation. Has demonstrated outstanding production and business skills with a proven ability to manage conceptual projects successfully from beginning to end.

Maintains exemplary client and agency relationships. Works diplomatically and collaboratively with directors, editors, producers, agency teams, casting directors, and talent. Experienced with presenting to and working with senior corporate brand management.

## Professional Experience:

**Freelance Line Producer • AD • Bidder • Production Consultant** August 2021 – Present

Work with US production, animation, and post design houses on television commercials and corporate projects. Line and post producing, assistant directing, cost estimating, and consulting.

**Companies include:** The Garage, Laird and Good Co., Attaboy Studios, The Station, Rambow Studios, Govalle Productions, Belljar TV Productions, Parlay Studios, Buck, Unity Group, Tribe Pictures, Spontaneous, Most Remarkable LLC

**New Light Brand Images**

January 2021 – July 2021

**Head Of Production**

Bid and Produced motion and print shoots for national advertisers, with varying budgets and sometimes through visual completion. Estimated and actualized jobs, worked closely with cost consultants on various accounts, led pre- production meetings and created schedules.

**Somoroff Studios**

December 2017 – January 2021

**Head of Production**

Bid and produced projects, supervised staff, production teams and freelance producers for a multi director bi-coastal tabletop commercial shop that included prominent directors Michael Somoroff, Etienne Proulx, Vittorio Sacco, Andrew Gooi & Robert Bryant.

**Freelance Line Producer • AD • Bidder • Production Consultant** December 2014 – November 2017

Produced television commercials, corporate films, and independent short films.

**ARF & CO.**

January 1993 – November 2014

**Executive Producer • Staff DGA AD** (1998 – 2014)

Performed EP and Producer/AD roles on numerous productions with finishing on both coasts, as well as overseeing international work in Canada, Europe and Eastern Europe, Moscow, Japan, Mexico, and

Dubai. Worked in creative and strategic capacities with directors, agencies, post suppliers and clients implementing strategies that resulted in better work and bigger billings for ARF. Hired and supervised personnel, expanded roster, built and secured six region sales representation team.

**Clients included:** Yum Brands, General Mills, Verizon, Canon, Pfizer, Panasonic, Cisco, Dell, Sears, Kitchen Aid, Breville, Prudential, Merck, Walmart, AB/ InBev, Colgate, Unilever, Pfizer, Sherwin Williams, Home Depot, Hasbro, Garnier, & Eli Lilly

**Staff Producer • AD (1993 – 1998)**

Produced and performed AD work on 300+ national television commercials, some with budgets of \$1.5+ million and often through visual completion. Estimated and actualized jobs, worked closely with cost consultants on various accounts, led pre- production meetings and created schedules.

**Fernbach/ Robbins**

**January 1988-1993**

**Head of Production (1990-1993)**

Supervised staff producers, production teams and freelance producers for a 10 director bi-coastal shop that included prominent directors Alan Arkin, Howard Deutsch, Randy Akers, Lilian Auerbach, Jeff Feruzieg, and Mikael Salomon.

**Fernbach/ Robbins (1988-1990)**

**Staff Producer**

Produced 75+ national commercials with directors Alex Fernbach and Larry Robbins. Responsibilities included hiring all freelance production personnel.

**Education**

New York University Tisch School of the Arts BFA in Film, Minor in Art History

**Affiliations**

DGA, IFP, NYU Alumni Association

Montclair Film Festival Educational Board Member: Lecturer • Interviewer • Moderator

**Skills**

Mac OS • Powerpoint • Pages • Keynote • Treatment Creation • PowerBid • Point Zero Hot Bid • Quicktime • MS Office Suite • Film Studio Build-outs