

## **MARK BRIDGES JR.**

**Los Angeles, CA**

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Creative leader and producer specializing in video, visual identity, and integrated content systems across music, media, and culture.

### **EDUCATION**

Bachelor of Science in Business Administration, Marketing  
California State University, Chico

### **CORE SKILLS**

Brand Systems & Visual Identity · Integrated 360 Campaigns · Video & Content Strategy · Experiential & Live Creative · Creative Production & Operations · End-to-End Workflow Design · Cross-Functional Collaboration (Marketing, Product, Brand, A&R, Publicity, Finance) · Budget, Vendor & Agency Management · Team Leadership, Hiring & Mentorship · Music Video Commissioning

### **EXPERIENCE**

#### **Republic Records - Vice President, Creative**

Santa Monica, CA | Nov 2024 - Oct 2025

- Set creative direction and visual standards across multiple artist releases, shaping cohesive visual systems aligned with album cycles, drops, and brand narratives.
- Partnered with artists, A&R, and marketing to deliver culturally relevant creative across digital, social, live, retail, and experiential platforms.
- Led hands-on collaboration with internal teams and external partners to execute high-impact campaigns under tight timelines.

#### **Def Jam Recordings - VP, Creative**

Santa Monica, CA | Jan 2023 - Nov 2024

- Led high-volume, repeatable content systems supporting ongoing artist engagement, balancing speed, scale, and premium creative standards.
- Managed directors, treatments, budgets, and production timelines to meet creative, financial, and schedule targets.
- Partnered closely with marketing and product stakeholders to ensure creative assets were optimized for platform-specific placements and user discovery.
- Led creative direction and mentored teams to elevate visual storytelling and consistency across releases.

#### **Interscope Records - Senior Director, Visual and Creative (Universal Music Group)**

Santa Monica, CA | May 2020 - Jan 2023

- Led overall creative for album and single campaigns, owning the full suite of visual outputs for every release, including artwork and packaging (digital, vinyl, CD), photo commissioning, experiential creative, music videos, and all supporting content.
- Ensured all creative advanced and protected the artist's vision, partnering with artists, managers, internal teams, and key stakeholders to build cohesive visual worlds across video, artwork, photography, experiential, and digital touchpoints.
- Managed time-sensitive deliveries and last-minute escalations across production, post, and distribution partners.

### **Interscope Records - Director, Visual and Creative**

Santa Monica, CA | Jan 2017 - May 2020

- Directed creative development for music videos, behind-the-scenes pieces, and visual campaigns for major releases.
- Collaborated with artists, directors, and internal teams to shape visual narratives for album and single rollouts, ensuring alignment across video, artwork, and digital touchpoints.
- Helped connect video and visual campaigns into broader marketing plans supporting social, digital, and live initiatives.

### **Interscope Records - Director of Video**

Santa Monica, CA | Apr 2015 - Jan 2017

- Served as a music video commissioner for priority artists, delivering breakthrough visuals that cut through culture in the YouTube and social era.
- Led projects from treatment through final delivery, aligning directors, artists, and internal teams around concept, budget, and schedule while protecting the visual standard for the label's roster.
- Managed relationships with directors, production companies, and post partners, balancing creative ambition with production realities.

### **Interscope Records - Visual Content Manager**

Santa Monica, CA | Jan 2013 - Apr 2015

- Managed production and delivery of music videos, behind-the-scenes content, interviews, EPKs, and live visuals for label artists.
- Coordinated shoots, post-production, and asset delivery with marketing and digital teams to support campaign launches and ongoing content needs.
- Supported artist development by helping define early visual worlds for developing and breaking hip-hop acts.

### **Interscope Records - Visual Content Coordinator**

Santa Monica, CA | Oct 2008 - Jan 2013

- Supported video production logistics, asset management, and delivery for major-label releases, including early work on flagship campaigns.
- Handled schedules, call sheets, and file organization to keep shoots and deliveries running smoothly for producers and directors.
- Managed final delivery, ensuring videos were technically compliant and ready for premiere and distribution across TV and digital platforms.

### **SELECTED ARTISTS**

Kendrick Lamar · Eminem · Yelawolf · Playboi Carti · ScHoolboy Q · Juice WRLD · JID · Ken Carson · 6LACK