

IVAN MARKOVSKY

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MUSIC COMPOSER – PRODUCTION ENGINEER

Skilled Music, Sound and Television Production Professional with 20 years' achievement composing and orchestrating music compositions, creating international marketing campaigns, and developing storylines within varied mediums including advertising, music, television writing, and visual production. Innovative multitasker adept at managing multiple projects, carrying out composing original music for clients' needs and complex sound engineering. Personable relationship builder with the creative communication skill set to explain technical processes, collaborate with clients, inspire teams, and captivate audiences.

Areas of Expertise: Music Composition, Music Producing, Sound Design, Audio Engineering, Sound Recording/Editing, TV Commercial Music, TV Production, Advertising, Marketing, Project Management, Strategic Planning, Storytelling, Computer Science, Digital Sound Technology, Team Growth.

PROFESSIONAL EXPERIENCE

INDEPENDENT CONTRACTOR

2000 to present

Music Composer/Producer

Composing original music for television commercials, movies and album collaborations on contractual or freelance basis.

- Wrote and composed original music for more than 400 television ads.
Major Clients: Coca-Cola, Audi, Samsung, Dr. Diesel, Orbit, Eclipse, Snickers, Gillette, McDonalds, MasterCard, KIA, Johnnie Walker, LG, Nestle, 7UP, Beeline, Immunelle, Cheetos, Kronenburg, Lukoil, Maggi, Nivea, KFC, Daewoo, Juicy Fruit, Calve, Oriflame, OBI, Renault, Kinderpingui, Lays, Sprite, Tele2, RosBank, R.I.C.H., Starburst, Viatti, MTS, Taco, Whiskas, U-tel, Yandex, Tetrapack, Tess, Cardiomagnil, Gramidin, Cinekod, Emla, Sprite, Edelweiss, Dreft, Ksimelin, Faberlik, Pepsi-light, Ariel, HubbaBubba, Citroen, Arthive and others.
- Developed and performed an additional music for a feature documentary, "Our New President"(Third Party Films,2017)
- Developed and performed an entire track for a \$2M budget feature film, "Guys from Mars." (TWINDY, 2010)
- Produced GAINSAY band, the debut single, "Eyes Closed" peaked at 72 in Top40/HotAC top 150 national radio chart in 2016

Sound Engineer

Professional-level sound design for 15 short movies/projects and over 200 television ads, which included voice recording, overdubbing, editing, sfx design and mixing. Currently work for Visionarists NYC advertising agency. Produced over 50 mixes for their tv and internet ads in 2017.

PARTIZAN ADVERTISING AGENCY – GUERILLA SHOTS PRODUCTION

2005 to 2014

Co-Owner & Creative Supervisor

Founded an independent advertising and production agency with three other advertising and television production professionals. Created, pitched and produced innovative marketing strategies in varied industries for markets in Russia, Estonia, Latvia, Kazakhstan and Croatia. Oversaw all initial creative strategy, managed finances and supervised technical production.

- Effectively handled demanding daily communications and oversight responsibilities, frequently managing entire end-to-end marketing processes from inception to production. Top clients include TELE2, Vtb-Bank, Rosneft and Afisha.
- Over the course of nine years, created more than 300 advertising campaigns and produced more than 200 television ads.

BBDO ADVERTISING AGENCY

2004 to 2005

Senior Copywriter

Created 20+ advertising campaigns over two-year period for BBDO-Moscow. Clients include Mars Corporation, Pepsi-Cola, Pringles, Wrigley, Tetrapack, Alfa-Bank and RetroFM. Successfully implemented a total re-branding for Beeline, a lead cellphone operator in Russia. By the end of 2005, Beeline revenue increased 40%, market capitalization by 28% and ARPU by 7%. Spearheaded creative campaign projects, leading teams up to 4 people.

NTV TELEVISION CHANNEL

1999 to 2002

Script Writer – Editor

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Wrote more than 50 scripts weekly for talk shows, documentaries, and the classic investigative show "Independent Investigation with N. Nikolaev." Regularly gathered and compiled information from 10 journalists to create dynamic storyline scripts for live television.

MOSCOW CONSERVATORY

1996 to 1999

Sound Engineer

Introduced and installed latest computer-based sound recording equipment to analog recording environment. Recorded, edited and digitally mastered live music in addition to recording and mixing on analog-based equipment. Trained all analog sound engineers to use digital sound recording and editing technology.

PROFESSIONAL PROFILE

Education	Computer Science – Polytechnical University of Donetsk – Ukraine (1993)
Other Experience	Founder & Composer/Producer – GAINSAY Band (2014 to present) Hardware & Software Technician – Polytechnical University of Donetsk (1993 to 1994)
Technical Skills	Pro Tools, Cubase/Nuendo, Sony Vegas, Photoshop, Illustrator, Microsoft Office Suite, Digital & Analog Sound Equipment
Languages	English, Russian, Ukrainian