

# MARK SETCH- FIELD .COM

I'm a London-based creative director, food stylist & content creator, with 25 years of experience working for award-winning global brands, both in the UK and the United Arab Emirates. I also have extensive experience in art direction, photography and video shoots.

## CAREER HISTORY

MARCH 2020 | PRESENT

**Creative Director, Food Stylist/  
Photographer and Content Creator**

**Professional Player Magazine,**

Redesign Project Coordinator  
and Creative Director.

**Levanthyme.com,** Food Photographer  
and Stylist.

**OK / OK VIP! Magazine,** Art Director.

**Guardian Labs,** Recipe Developer,  
Food Photographer and Stylist.

**Cocoa Girl,** Associate Art Director.

**Hello Fish,** Recipe Developer,  
Food Photographer and Stylist.

**Hot Media,** Art Director.

**Spinney's,** Content Creator and Stylist.

**Sopexa Agency,** Writer/Content Creator.

FEBRUARY 2019 | MARCH 2020

**Art Director, Print and Digital**

■ **Grazia Middle East** and **Grazia Qatar.**

**Content Creator, Food Stylist  
and Digital Creative Director**

■ I played an integral part of the  
launch of **Nutricook Smart Pot, MENA.**

■ Overseeing the website and **social  
media** channels, reaching 15k+ followers  
within the first three months.

■ Creating recipes and directing online  
video tutorials.

■ Food Stylist: **Jashanmal Department Stores,**  
**Union Coop, ITP Media** and **Zomato.**

■ Food and set stylist for **VOCO Hotels.**

DECEMBER 2013 | FEBRUARY 2019

**Art Director, Friday Magazine, UAE**

*Award-winning Gulf News, supplement, the  
biggest-selling newspaper across the Middle East.*

**Key responsibilities:**

■ Direct the vision of the magazine/website  
and work closely with the editor to produce  
a high-quality brand.

■ I worked to create a number of visual  
identities across print and digital brand  
extensions, including website, and social  
media content.

■ Ensuring the use of photography  
and design remains in-line with both  
industry trends and the editorial needs.

■ Strong cross department communication  
with the editorial and production teams.

■ Creating marketing and event collateral  
across all platforms.

■ Worked closely with the editor to develop  
brand strategy as well as pitching campaign  
ideas to advertisers and sponsors.

■ Creating exclusive relevant daily content  
for social media and digital channels.

■ Researched, devised and delivered Friday's  
major redesign and relaunch across print,  
digital and social channels (*helping to  
increase followers by 50% within three months*)  
and created new design strategies.

■ Contributed restaurant reviews, travel  
features for the lifestyle sections and  
represented the brand at UAE events  
and on international travel assignments.

■ Styled, directed and conceptualised  
photo shoots across the main verticals  
including celebrity, travel, lifestyle  
fashion, beauty and food.

MARCH 2013 | NOVEMBER 2013

**Freelance Art Director**

**Woman's Own, Brand Extensions**  
**Trinity Mirror, Online Digital**  
**Daily Mail Plus**  
**Grazia, UK**

JULY 2010 | MARCH 2013

**Art Director**

**Best, Hearst UK**

DECEMBER 2008 | JULY 2010

**Freelance Art Director**

**Psychologies**  
**Candis**

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26A Bow Road

London

E3 4JW

## EDUCATION

**HND Graphic Design**

Reading College.

King's Road.

Reading

Berkshire

RG1 4JL

**OND Graphic Design**

Lowestoft College.

St Peters Street.

Lowestoft

Suffolk

NR32 2NB

**Art & Design Foundation**

Huntingdonshire College

California Road

Huntingdon

Cambridgeshire.

PE29 1BL



OCTOBER 2005 | DECEMBER 2008

**Art Director**

love it!, News Magazines Ltd

MARCH 2005 | OCTOBER 2005

**Art Editor**

Grazia Special Projects, Bauer Media

## SKILLS

Adobe Creative Cloud

Adobe Photoshop

Adobe InDesign

Adobe Illustrator

Graphic Design

Photography

Social Media

Marketing

Brochures

Typography

Packaging

Brands

Graphics

Banners

Layout