

MARK SETCH- FIELD .COM

CONTENT CREATOR

FOOD STYLIST

FOOD PHOTOGRAPHER

CREATIVE DIRECTOR



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ABOUT ME

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

My 360-degree approach is regularly showcased across editorial and commercial projects. From recipe creation, prepping, cooking, styling, photography to creating original content for websites to how-to videos.

As a Creative Director, I have launched and redesigned some of the biggest-selling international consumer titles/brands. I'm experienced in every stage of project development, from initial concept to completion.



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CLIENTS

FEBRUARY 2019 | PRESENT

Creative director, food photographer, stylist and content creator

Levanthyme

Food stylist and photographer

Joining forces with Levanthyme, a London-based Middle Eastern restaurant, I refreshed their online presence and increased sales by shooting their extensive menu in a more creative way for social media, website and food ordering apps.

Guardian Labs

Recipe developer, food photographer and food stylist

As part of a unique collaboration with Guardian Labs and Thatchers' Gold Cider, I created a bespoke series of BBQ marinade recipes using the Somerset brand. The menu included cider-infused options for meat lovers, pescetarians and vegans.

Hello Fish

Recipe developer, food photographer and food stylist

I was commissioned to develop a series of recipes for HelloFish's website and social media. I enjoyed the challenge of creating twelve recipes complete with food styling and photography for one of the UK's leading online seafood suppliers.

Spinneys

Art director and food stylist

Joining the product team for Spinneys, one of the leading supermarkets across the Middle East, I devised and curated how-to videos and styled dishes for their in-store displays and packaging for the launch of one of the first meal kit ranges in the region.

Nutricook

Recipe developer, food photographer, food stylist and video art director

I was headhunted to join the launch team for Nutricook, part of the Nutribullet family, when they rolled out the electronic pressure cookers across the MENA region in 2019. Responsibilities included creating recipes, video content and food photography for their social channels, website and cookbooks, as well as managing and curating their Instagram account. As their in-house creative director I also worked across product and lifestyle shoots for product packaging and in-store promotions.

Sopexa Agency

Food writer

During the 2020 lockdown, I collaborated with The European Commission for the Butter of Europe Programme to devise and ghost write a book charting its rich history and exploring our love affair with butter.

Jashanmal department store

Brand Ambassador

As a brand ambassador for Jashanmal, one of the biggest retail stores in the Middle East with over 100 curated brands, I regularly reviewed their new product lines across their extensive social media platforms. Marketing activity with them included hosting a Delicious Desserts workshop, live cooking demos at their flagship store in Mall of the Emirates.

EDITORIAL EXPERIENCE

FEBRUARY 2019 | MARCH 2020

Art Director, print and digital

Grazia Middle East and Grazia Qatar

DECEMBER 2013 | FEBRUARY 2019

Art director, Friday magazine

A Gulf News supplement, part of the biggest-selling newspaper across the Middle East

MARCH 2013 | NOVEMBER 2013

Freelance art director

Woman's Own, brand extensions
Trinity Mirror, online digital
Grazia, UK

JULY 2010 | MARCH 2013

Art director

Best, Hearst UK

DECEMBER 2008 | JULY 2010

Freelance art director

Psychologies
Candis

OCTOBER 2005 | DECEMBER 2008

Art director

love it!, News magazines Ltd

MARCH 2005 | OCTOBER 2005

Freelance art director

Grazia special projects, Bauer Media

JANUARY 2005 | MARCH 2005

Acting art director

Bliss, Bauer Media