

MARK SETCH- FIELD .COM

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I'm a London-based creative director, food stylist and content creator, with over 30 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.

CREATIVE DIRECTOR, FOOD STYLIST AND CONTENT CREATOR

JULY 2024 - PRESENT
Freelance art director, HELLO!

JULY 2023 | APRIL 2024
Acting art editor, Reach PLC
OK!, New, Notebook, S Magazine, Love Sunday, TV Life, We Love TV, Saturday Magazine, Hot TV.

- Key responsibilities:**
- I played a key role in the redesign and relaunch of Reach's flagship title, OK!
 - I directed the magazine's vision and collaborated with an editor to produce a high-quality brand.
 - I managed three art editors and four designers remotely across nine weekly titles.
 - I ensured that the use of photographs and design aligned with both industry trends and editorial needs.
 - I maintained effective communication among departments, collaborating closely with the editorial, picture, and imaging teams.
 - I directed celebrity studio shoots and award events, including the National Television Awards (NTAs)

MARCH 2020 | JULY 202
**Freelance creative director
Professional Player Magazine**
Project coordinator and creative director for the magazine and website redesign.
Cocoa Girl, art director.
OK! VIP Magazine, art director.

FEBRUARY 2019 | MARCH 2023
Art director, print and digital
Art director for Grazia Middle East and Grazia Qatar.

DECEMBER 2013 | FEBRUARY 2019
Art director, Friday magazine
I worked as the art director for Friday Magazine, an award-winning Gulf News supplement and the biggest-selling newspaper across the Middle East.

Levanthyme
Food stylist and photographer
Collaborating with Levanthyme, a Middle Eastern restaurant in London, I enhanced their online presence and boosted sales by creatively photographing their extensive menu for social media, their website, and food-ordering apps.

Guardian Labs
Recipe developer, food photographer and 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 Hello Fish's website and social media. I created twelve recipes complete for one of the UK's leading online seafood suppliers.

Spinney's, UAE
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.

Sopexa Agency
Food writer
During the pandemic, 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.

Nutricook
Recipe developer, food photographer, food stylist and video art director
I was head-hunted to join the launch team for Nutricook, part of the Nutribullet family when they rolled out the electronic pressure cookers across the MENA region. 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

SKILLS

- Adobe Creative Cloud
- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Graphic Design
- Photography
- Social Media
- Marketing
- Brochures
- Typography
- Packaging
- Brands
- Graphics
- Banners
- Layout



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