

# RICH SILVERMAN

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## ASSOCIATE CREATIVE DIRECTOR | DIRECTOR OF STRATEGY

### SUMMARY

- **15+ years' experience in developing, writing and running 360 digital/social campaigns** for top intellectual property in film, TV, gaming and publishing
- **Clio and Emmy-winning digital leader and innovator** crafting transmedia narratives and experience design for groundbreaking and award-winning campaigns that drive engagement and sales
- **Attention-getting work** featured in Publisher's Weekly, CNN, Wired, Fast Company, the Los Angeles Times, Complex, IndieWire, Thrillist, MTV and others
- **Skilled presenter** of strategy and creative to executive management teams
- **Trusted leader and mentor** to junior staff with diverse backgrounds and skillsets

**SKILLSET:** Creative Leadership | Copywriting | Storytelling | Strategy  
Creative Ideation | Influencer Programs | Design Direction | Excellent Presentation Skills

### CONSULTING

**Copywriter, Strategist, ACD, Storyteller**

2003 – Present

As a sought-after freelance consultant, strategist and copywriter, I have helped numerous agencies and studios develop, win and launch award-winning work that has attracted millions of eyeballs the world over.

**PARTIAL CLIENT LIST:** 20<sup>th</sup> Century Fox | Warner Bros. | 42 Entertainment | Ignition Creative  
FIVE33/Legendary Entertainment | PXL | CISCO Systems | L.A. Associates | Midnight Oil | Eclipse  
Big Picture Group | AvatarLabs | Pretty Big Monster | Stradella Road | Tangent Agency

### **Selected Consulting Projects**

#### ***The Dark Knight: Why So Serious?***

42 Entertainment hired me as a writer for *Why So Serious?*, the most groundbreaking and successful viral marketing experience ever created. Leading up to the release of Chris Nolan's *The Dark Knight*, the campaign earned enormous buzz and is still widely discussed today:

- 11 million unique participants across 75 countries
- Cannes Lions Cyber Grand Prix Award & Lions Silver Cyber Award

#### ***goBZRK***

Egmont UK hired me to develop, produce and write an epic interactive transmedia campaign to promote the upcoming series *BZRK* from best-selling author Michael Grant:

- 100,000 unique visitors in 60 days
- 245,000 video views / 432,000 page views

#### ***The Threshold***

Cisco Systems wanted a unique way to build teamwork across their global offices during their first ever virtual sales conference. To achieve this, they hired me and my partners to create an immersive, story-driven experience:

- First-of-its-kind real-time collaborative experience
- 13,000 employees from every corner of the globe participated

## REGULAR EMPLOYMENT

### **Strategy Director**

MOCEAN, Los Angeles, CA | August 2021 – present

- **Oversee social media strategy** for Spectrum Originals, Disney/Fox properties and other clients
- **Develop comprehensive tactics** for ongoing and new clients
- **Win work** for MOCEAN's growing O2 social department

### **Freelance Associate Creative Director**

Unfold Agency, Los Angeles, CA | August 2020 – July 2021

- **Won major pitches** for Warner Bros. STARZ, Hulu, ABC and other clients
- **Earned a Clio award** for my work on the American Gods season 3 trailer launch
- **Managed** community managers, strategists and copywriters
- **Presented decks** to executives at major networks and streamers

### **Associate Creative Director**

AvatarLabs, Encino, CA | August 2015 – May 2017

- **Won major projects for the agency** by leading creative teams in the development of 360 campaigns for premiere titles like *Wonder Woman* and *Jumanji*
- **Earned millions of impressions** with *The Mummy* influencer kit I conceived, developed and wrote
- **Strong leader and team player** who motivated and mentored junior creatives
- **Presented decks and gave strategic counsel** to executive teams at major studios

### **Senior Writer & Content Strategist**

Ignition Creative, Los Angeles, CA | March 2013 – March 2015

- **Developed successful pitches** and sold them through to executive teams at major studios and streamers for titles like *Ninja Turtles*, *Terminator Genisys*, Amazon's *Transparent* and others
- **Attracted 1,000s of new fans** with my editorial work on the *House of Cards* season 2 social campaign
- **Earned millions of impressions across the web** for the 360 digital/social campaign I developed and wrote to promote Spike Lee's *Oldboy*
- **Successfully launched the hit series *Gotham*** through an in-world campaign I developed and wrote that was customized to Tumblr

### **Senior Writer**

NBC Universal, Universal City, CA | May 2005 – March 2008

- **Earned an Emmy** as part of the team behind the *Heroes Evolutions* ARG
- **Generated millions of site hits** for content I developed and wrote for the *Saturday Night Live*, *Jay Leno's Garage*, *Chuck* and numerous other show sites
- **Oversaw in-house and freelance writing staff** for multiple NBC.com projects

## EDUCATION

### **Columbia College Chicago**

Bachelor of Arts with emphasis in film and screenwriting

## HOBBIES & INTERESTS

Golden Age Hollywood and contemporary film, passionate fan of Disney history, songwriter, creator of original musical theater, piano, record collector, struggling mystic, Sinatraophile and would-be big band singer