

RICH SILVERMAN

950 ¼ N. Martel Ave., Los Angeles, CA 90046 | 323.828.0154 | richsilverman@gmail.com | richsilverman.com

COPYWRITER | STRATEGIST | STORYTELLER

SUMMARY

- **15+ years' experience in developing and writing 360 digital/social campaigns** for top intellectual property in film, TV, gaming, and publishing
- **Emmy, Clio, and Promax-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

REGULAR EMPLOYMENT

Strategy Director

MOCEAN, Los Angeles, CA | August 2021 – July 2023

- **Oversaw social media strategy** for Spectrum Originals, Disney/Fox properties and dozens of other major studios and production companies
- **Developed comprehensive creative tactics** for ongoing and new clients
- **Scripted** social videos for Hulu, Warner Bros. Home Entertainment and other clients
- **Won work and a Promax award** for MOCEAN's growing social department

Freelance Associate Creative Director

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

- **Won major pitches and AORs** for Warner Bros. STARZ, Hulu, ABC and other clients
- **Earned a Clio award** for my work on the *American Gods* season 3 trailer launch digital stunt
- **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 social 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 working closely with Universal's Dark Universe creative team
- **Presented decks and gave strategic counsel** to executive teams at major studios

Senior Writer

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
- **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

Senior Writer

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

- **Earned an Emmy** as part of the team behind the *Heroes Evolutions* transmedia experience
- **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

CONSULTING WORK

Copywriter, Strategist, Associate Creative Director, Storyteller

2003 – Present

As a freelance consultant, strategist, and copywriter, I have helped numerous agencies and studios develop social campaigns; in addition, I have extensive experience creating and writing transmedia experiences.

PARTIAL CLIENT LIST: 20th 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 Projects

The Dark Knight: Why So Serious?

42 Entertainment hired me as a writer for *Why So Serious?*, the most successful viral marketing experience ever created. Leading up to the release of Christopher 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 YA 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 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

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, clarinet, record collector, novelist, mystic, Sinatraphile and would-be big band singer