

RICH SILVERMAN

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SENIOR COPYWRITER | STRATEGIST | CREATIVE DIRECTOR

SUMMARY

- **15+ years' experience in developing, writing and running 360 digital/social campaigns** for top intellectual property in film, TV, gaming and publishing
- **Emmy-winning digital leader and innovator** crafting transmedia narratives and experience design for groundbreaking and award-winning interactive campaigns that drive engagement and convert into 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

Creative leadership | Digital marketing and social media strategy | Copywriting | Storytelling | Creative ideation for interactive, digital, social, events, stunts, AR, VR | Influencer outreach | Content development for all social platforms | 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: 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, Unfold, 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
- Cannes Lions Silver Cyber Award
- Top-grossing film of 2008
- Worldwide box office of \$1,003,045,358

goBZRK

Publishing giant 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. An initial 60-day Alternate Reality Game (ARG) was followed by two interactive novellas that I developed, authored and co-produced:

- 100,000 unique visitors in 60 days
- 245,000 video views
- 432,000 page views
- Record foreign publishing sales in 14 territories before the experience concluded
- Film rights purchased by Sony before the book was released

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 that combined websites, videos, AI bots and puzzles:

- First-of-its-kind real-time collaborative experience
- 13,000 employees from every corner of the globe participated
- 60,000 wiki views
- 9,000 forum posts

REGULAR EMPLOYMENT

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
- **Developed and oversaw the editorial** for The Strain season 4 social campaign, which earned over 100,000 new Facebook likes
- **Strong leader and team player** who motivated and mentored junior creatives
- **Presented decks and gave strategic counsel** to executive teams at major studios, networks and streamers

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
- **Wrote copy** for digital marketing ads and newsletters
- **Maintained quality control** and accuracy of NBC.com homepage

EDUCATION

Columbia College Chicago

Bachelor of Arts with emphasis in film and screenwriting

HOBBIES & INTERESTS

Passionate fan of Disney history, Golden Age Hollywood and contemporary film; songwriter, creator of original musical theater, record collector, Sinatraphile and would-be big band singer