

# RICH SILVERMAN

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## PROFESSIONAL SUMMARY

Innovative, Emmy-winning content marketing strategist, copywriter and storyteller with a proven track record creating 360 campaigns for properties like *The Mummy*, *BZRK*, *The Dark Knight* and *Heroes*.

## SKILLS

- Creative leadership and strategic direction
- Digital marketing and social media strategy
- Creative ideation: Interactive, digital, social, events, stunts, AR, VR
- Copywriting, editing and storytelling
- Social influencer outreach
- Content development for Facebook, YouTube, Instagram, Twitter and other emerging platforms
- Brand strategy and design direction
- Project management
- Excellent presentation skills

## CONSULTING

### Marketing Strategist, ACD, Writer | 2003 – Present

Organized, detail oriented and deadline-driven strategic thinker who delivers digital marketing strategy and practical concepts for theatrical campaigns, TV, gaming, tech and more. Clients include:

- AvatarLabs
- Big Picture Group
- Eclipse
- Ignition Interactive
- Yellow Pike Media
- L.A. Associates
- MidnightOil
- Neoganda
- PXL
- Saatchi & Saatchi
- Stradella Road
- Tangent Agency
- 20th Century Fox
- Warner Bros.

### Transmedia Consultant, Producer, Experience Designer, Writer | 2008 – Present

Starting with my work on NBC's Emmy-winning *Heroes* Evolutions alternate reality game (ARG), I have worked on the world's most successful transmedia projects as a user experience designer, storyteller, writer and producer.

#### 42 Entertainment

- Writer and experience designer for the incredibly influential *Why So Serious?*, a massive ARG produced to support *The Dark Knight*.
- Developed storylines and content for numerous transmedia campaigns, including *Resistance II: Fall of Man* and *The International*.

#### The Shadow Gang

- Developed, wrote and co-produced a transmedia experience to launch the *BZRK* series from best-selling YA novelist Michael Grant.
- Drove fan engagement for 1000s of participants who interacted with video content, web sites, social media accounts, interactive novellas and comic books.
- The project was featured on *Fast Company*, *Wired* and *Publisher's Weekly*.

#### Cisco Systems

- Co-developed and wrote content for a globe-spanning ARG that fostered teamwork among Cisco's international sales force.
- Invited back to create a new experience the following year.

## **REGULAR EMPLOYMENT**

### **Associate Creative Director**

AvatarLabs, Encino, CA | August 2015 – May 2017

- Led teams in the development of content strategy for 360 digital marketing campaigns for titles like *Wonder Woman*, *Jumanji* and *The Mummy*.
- Delivered exceptional creative concepts and content under tight deadlines.
- Delegated tasks to junior creatives and managed their output.
- Wrote copy for paid media, AR stunts, wireframes, decks, promos, social content and other digital activations.
- Gave presentations and strategic counsel to executive teams at all major studios.

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

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

- Creative problem solver tasked with transforming consumer insight into digital and social media strategy and creative executions for 360 campaigns.
- Proficient and flexible writer of digital and social content, including social posts, memes, video captions, Canvas ads and more.
- Inspired, motivated and mentored junior creatives and interns.
- Collaborated with other departments, including A/V and print.
- Presented campaigns to marketing executives at multiple studios.

### **Senior Writer**

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

- Part of the Emmy-winning team behind the *Heroes Evolutions* ARG; collaborated with Tim Kring and show writers, broke original stories, developed brand integration concepts and created content for multiple platforms.
- Oversaw in-house and freelance writing staff for numerous NBC.com projects.
- Wrote copy for digital marketing ads and newsletters.
- Developed and wrote interactive features for high-profile sites including *Saturday Night Live*, *Jay Leno's Garage* and *Chuck*.
- 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.