

MARK SILVER

www.marksilverportfolio.com | (C) 310.430.1719 | silver.mark7@gmail.com

STRATEGIC PERSPECTIVE

Start with the consumer's organic want and need to know. Then creatively mine those insights to position client offerings as value propositions that inspire emotion and action.

EXPERIENCE

OCTOBER 2013-AUGUST 2015

ROSETTA Senior Associate Copywriter |

Created the consumer story to align with launches of the Samsung Galaxy Smartphones, Tablets and Wearables, highlighting innovation and the Samsung Ownership experience.

- Promoted customer acquisition, retention and owner loyalty through email, web copy, direct mail and hosted video featured on new products at point of purchase.
- Additional assignments creating digital content across multiple platforms for Fidelity Investments, Bank of the West, Four Seasons, TracFone and Activision.

NOVEMBER 2010-OCTOBER 2013

FLUX BRANDING Creative Director and Senior Copywriter |

Instrumental catalyst for the resurgence of Downtown Los Angeles with innovative branding for real estate, restaurants and hospitality.

- Created copy for ads, web, social media, strategic initiatives, branded video, brochures, packaging, signage, trades show booths and editorial.
- Key Clients: Autozone, Motorcar Parts of America, Skyline Exhibits, Kennedy Wilson, Hudson Pacific Properties, Essex Property Trust and The Old Bank District.

CURRENT

FREELANCE Senior Copywriter and Creative Director |

Multiplatform experience writing for Entertainment, Video Game Marketing, Home Improvement and Health & Fitness industries.

- **Cool Clients**-Euro RSCG, Paramount, Universal, Fox Television, The Ant Farm, Herzog-Cowen, Showtime, Ubisoft, Xbox, Hallmark Channel, GNC, Hamilton Beach, Remington Lawn and Garden, KB Home, Lakeshore Learning, Canyon Ranch, Academy of Country Music, Herbalife, Nordic Track.
- **Memorable Projects**-Assassin's Creed 3, Assassin's Creed IV, Far Cry 3, Gird 2/NHTSA, Tom Clancy's Splinter Cell, From Dust Launch, Rocksmith for Bass Launch, Scott Pilgrim vs. The World, The Avengers-The Battle for Earth, The Drowning, Tree of Life, The Mummy.

WGA Screenwriter |

Accomplished writer in drama and comedy with the ability to maintain a sense of humor without sacrificing an understanding of story, tone, voice and character.

- **Episodic Television**-The Practice/ABC, Rude Awakening/Showtime
- **Original Pilots**-CARZ/Sold to UPN, Neurotic Tendencies/Staff Writer for Kelsey Grammar and NBC
- **Film**-Sold or Optioned and in development: Big Life, Cosima, Coach Hollywood. A Traitor Among Us