

**Mark Silver**  
**Creative Director/Copywriter**  
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### **Profile**

*A multi-platform writer and copywriter with the ability to conceptualize and create both content and design.*

### **Philosophy**

*Say as much as you can in as few words as possible.*

### **Creative Director**

**FLUX Branding** (January 2011 – February 2013) Agency position as Creative Director and Senior Copywriter working with clients across multiple industries.

**CROSSCORE USA** The Tuff Stuff Project (Fall 2012) Video director, producer and writer for one of the leading gym fitness equipment brands.

**LEHR Incorporated** (August 2008 – February 2010) Client side position as Creative Director and Senior Copywriter.

### **Copywriter**

**Freelance** (ongoing) Create concepts, content, editorial, trailer and ad copy for a kaleidoscope of products across all media platforms.

**Clients** – Euro RSCG Edge; Ubisoft; Universal Pictures; Fox Television; Paramount Licensing; Hallmark Channel; The Ant Farm; Herzog-Cowen; Distinc; FLUX Biz; Sprout Creative; Sinabox Media; Simple Films; Sandbox Strategies.

**DRTV Highlights** – Rob Nevins' *Skinny Switch*; Bill Phillips' *Transformation*; Remington *Cordless Lawn Mower*; GNC *Health and Fitness*; James Hardie *Premium Building Materials*; Sit 'n Sleep *The Mattress Superstore*; Nordic Track; Herbalife; Hamilton Beach; Country Music Association of America; Canyon Ranch.

### **Scriptwriter for Game Trailers**

**Recent Projects** – GRID 2; Assassin's Creed III & IV; Far Cry 3 (two campaigns); Tom Clancy's Splinter Cell (two campaigns); From Dust (launch); Rocksmith (bass guitar launch); Scott Pilgrim vs. The World (DLC); Xbox Trials HD; The Avengers-The Battle for Earth. The Drowning.