

# MARK SILVER

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## STRATEGIC PERSPECTIVE

To create content that inspires emotion and action.

## EXPERIENCE

### CURRENT

*FREELANCE Senior Copywriter and Creative Director |*

Multiplatform experience writing for Tech, Entertainment, Video Game Marketing, Finance, Healthcare and Health & Fitness.

**Key Clients:** MOD OPS Agency, Midnight Oil, Euro RSCG, Something Massive, Paramount, Universal, Fox Television, The Ant Farm, Herzog-Cowen, Showtime, Ubisoft, Xbox, GNC, Hamilton Beach, Remington Lawn and Garden, KB Home.

**Memorable Projects:** Nike/Apple Collaboration, Microsoft Office 365 Concepting, Assassin's Creed 3, Assassin's Creed IV, Far Cry 3, Gird 2/NHTSA, Tom Clancy's Splinter Cell, Rocksmith for Bass Launch, Scott Pilgrim vs. The World, The Avengers-The Battle for Earth, The Mummy.

### MARCH 2022-DECEMBER 2022

*CDK GLOBAL Senior Copywriter |*

Contract writer for automotive industry SAAS leader - Long-form and short-form, e-books, blogs, emails, naming conventions and social content.

### AUGUST 2015-OCTOBER 2016

*INK Agency Executive Creative Director and Lead Copywriter |*

Determined key concepts, copy and creative execution for Tech, healthcare, real estate and entertainment clients. Managed six person creative team.

Wrote produced and directed award winning video, data driven digital assets and full spectrum branding campaigns.

**Key Clients:** Yokohama Tires/Chelsea Sponsorship, NextVR, Hoag Hospital Group, SauceLabs, Guidance Software, Quest Software, World Poker Tour

### OCTOBER 2013-JULY 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, The Old Bank District and DTLA.