

Mark Silber

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Senior marketing communications and branding executive well-versed in consumer, corporate, B2B and issues communications. Significant experience building and leading large agency creative/production/user experience departments as well as managing outside vendors and contractors.

Interactive/Internet since 1994. Yes – a pioneer!

Top-tier agencies and Fortune 100 client experience combined with **entrepreneurial** spirit and track record of success in start-ups and high-growth organizations.

Broad industry exposure: Automotive, banking and financial services, health and beauty, healthcare, kids, media and entertainment, packaged goods, politics and issues, professional services, technology, telecom and travel categories.

Well-versed in multiple communications disciplines: Advertising, brand identity, communications strategy, content development, copywriting, direct marketing, editorial development, market research, presentations, sales collateral, search marketing, social media and XD strategy.

Award-winning writer, inspiring creative leader, responsible manager, accomplished presenter, team player.

SKILLS

- Brand, marketing and communications strategy
- User experience + interaction design
- Creative concept development and execution
- Mentoring and motivating creative talent
- Management and leadership of cross-functional teams
- Project leadership and client contact
- C-level client relationship management
- Situation analysis, business troubleshooting and creative problem-solving
- Prospect identification and new business development

PROFESSIONAL EXPERIENCE

SILBERWARE Communications (8/2002 - present), New York *Copywriter/CD/Marketing Strategist*

Silberware is an integrated communications consultancy providing copy-driven experience design, web marketing, advertising, and other communications services. The company works directly for clients in the U.S., Canada, Europe and Asia and also serves as a creative outsource for agencies and marketing consultancies.

Clients: Ameriquest, Avaya, Avenue Capital, Conde Nast (Glamour, Lucky and Portfolio), Dr. Copeland Skin Care, First Albany, Google, Gov. Corzine (JonCorzine09.com), Gov. Paterson (PatersonForNY.com), IMPAQT Search Marketing, KIPP, Merrill-Lynch, Microsoft/ADP, Nescafe, Powerbar, Range Online Media, Salon.com, Water.com, Weitz & Luxenberg, Yaya Media. Agencies (as freelance CD): Articulate, Hydra, Red Door Interactive, the Strype Agency, V-Shift

Primordial (06/2000 – 8/2002) New York *Co-Founder, Chief Creative Officer*

Primordial was a venture-funded strategy, creative and technology company. Responsible for company direction and business objectives, client acquisition, marketing and communications strategy and execution, and marketing budget. Raised \$5 million investment from Pequot Capital. Grew company organically from 3 to 30 professionals in 3 months. Established industry leadership position for WSBANG Web services management platform.

Clients: Avis Rent-A-Car, CareGuide, KLOCwork, Lumenati, Mirror Image Internet, Performaworks, WRC Media

USWeb/CKS (11/1998 - 06/2000) New York *Partner, Executive Creative Director*

USWeb/CKS provided integrated strategy, technology and creative services to Fortune 500 corporations. Responsible for managing activities and professional development of 60-person creative department (art directors, designers, writers, brand strategists and information architects), leading client engagements, and participating in company-wide leadership.

Clients: AIG Trading, Alliance Capital, Audi, Carlson Cos., Columbia House, Insurance.com (Fidelity), Lexis-Nexis, Lexus, Mars Music, McKinsey & Co., Oncology.com, Saks, TelStreet (now Buy.com), Time-Warner Book-of-the-Month Club, Trodat

Grey Advertising, Grey Interactive (10/1994 - 11/1998) New York *Vice President, ECD*

Grey was one of the first ad agencies to launch a new media division. Responsible for helping create Grey's digital subsidiary, managing creative projects, developing and pitching new business, acting as liaison with main agency, and managing 30-person creative department including writers, art directors and designers. Pitched and ran digital AOR assignments for Dell Computer, P&G and Autobyte.

Clients: AT&T, Autobyte, Chase, Conde Nast, Hasbro, Intel, Kraft, Lexmark, Liz Claiborne, M&M/Mars, Olin, Panasonic, P&G (Cover Girl, Hugo Boss, Olean, Pantene, Pringles, corporate), Royal Caribbean, Seagram, Sprint, Time-Warner

Saatchi & Saatchi Advertising (06/1989 - 10/1994) New York *Creative Supervisor*

Saatchi & Saatchi Advertising is one of the world's largest agency networks. Created print, radio and TV advertising.

Clients: British Airways, Burger King, Champion Sportswear, Florida Department of Citrus, ICI, McNeil Labs (Tylenol), and Northwest Airlines

Lowe & Partners (now Lowe Worldwide) (11/1984 - 06/1989) New York *Copywriter*

Lowe & Partners is an agency network in the Interpublic Group of Companies. Created print, radio and TV advertising.

Clients: Braun, Citibank Mastercard and Visa, Coca-Cola Foods (Hi-C, Minute Maid Orange Juice), Ponderosa Steakhouse, and Xerox

EDUCATION

Harvard University, Harvard College (1984) Cambridge, MA

A.B., cum laude, English Language and Literature.

PROFESSIONAL ASSOCIATION

The One Club

AWARDS AND HONORS

- **Cannes Interactive** Gold Lion
- **CASIE** Best of Show
- **Cleveland Advertising Festival** Best of Show
- **Clio** Gold
- **EFFIE** Gold
- **International Imitation Hemingway Contest:** Grand Prize
- **National Restaurant Association** commercial of the year
- **New York International Film Festival** Bronze
- **New Yorker Magazine**/Virgin Atlantic writing contest: Grand Prize
- **One Show** Gold

SOFTWARE SKILLS

- MS Word, PowerPoint, Visio, FrontPage
- Adobe Photoshop
- Quark Xpress