

ROB SILVERMAN

323.428.6969

rob.silverman@mushedpeas.com

. experience .

mushed peas / Los Angeles, 2007 to present / *Principal/Creative Director*

Strategic marketing, new business development, global branding, concepts, copy, design, photography, public relations and creative execution/production for various accounts, including: AGBU, EH National Bank, Coldwell Banker, Marina Del Rey Hospital, JVC Electronics, Grammy Museum, UCLA, HOK Architects and others. Media channels include web, social, print, direct and broadcast. Visit www.mushedpeas.com or www.robsilverman.com to view recent work.

Los Angeles Times Media Group / Los Angeles, 2001 to 2007 / *Sr. Creative/Copywriter*

Increased brand awareness and developed partnerships for the Los Angeles Times and their leading brands: latimes.com and TheEnvelope.com. Responsibilities included concept, design and copy for editorial and non-profit community campaigns. Notable achievements: creative development of the 2007 branding campaign for the Image and Travel sections; development of the launch of TheEnvelope.com across all media channels, resulting in record-breaking ad sales and website visits.

TMP Worldwide / Los Angeles, 1998 to 2001 / *Associate Creative Director*

Developed strategic marketing plans and branding campaigns for monster.com, Honda Motor Company, Amgen and several others. Participated as the lead member of a team that won several new accounts for the agency, including 21st Century Insurance, St. John's Hospital and Jet Propulsion Laboratory (JPL). Managed marketing creative and freelance personnel.

Gucci Timepieces / Irvine, 1995 to 1997 / *Creative Director*

Oversaw the creative and marketing departments, which included new business development, strategic planning, design, copy, production, media planning/placement, advertising, promotions, trade show participation and new product launches. Developed integrated global brand campaigns and executed creative concepts across traditional advertising and direct media channels. Managed the 15-person marketing team and \$50 million annual budget.

Ingram Micro / Santa Ana, 1993 to 1995 / *Sr. Marketing Manager*

Developed cooperative marketing partnerships and oversaw design for global consumer brands such as Hewlett Packard, Seagate, Toshiba and Compaq. Created the "Maximum Capacity Group," which heightened brand awareness and established a strategic marketing initiative for future growth.

Hewlett Packard/Compaq / Houston, 1990 to 1992 / *Manager, Marketing Communications*

Managed all aspects of marketing communications for new product launches and tradeshow. Collaborated with the North American Sales Group in the RFP process, and developed operational guidelines. Directed a group of 18, including designers, writers, project managers and photographers.

. selected accounts .

AGBU	Engle + Murphy	Marina Del Rey Hospital
American Red Cross	Grammy Museum	Marketing Design Group
Amgen	Hewlett Packard (hp)	monster.com
Bank of America	HOK Architects	Seagate Technology
Coffee Bean & Tea Leaf	Honda Motor Company	St. Regis Hotels
Coldwell Banker	Jet Propulsion Labs (JPL)	TheEnvelope.com
Cost Plus World Market	JVC Electronics	Toshiba of America
EH National Bank	Los Angeles Times	United Way

. education .

California State University, Northridge / *M.A. Mass Communication/Media Studies – 2005*

Barry University, Miami / *B.S. Professional Studies, Magna Cum Laude – 1989*

. additional training .

Art Center College of Design, Pasadena / *Design & Photography program, 1995 – 1996*

Santa Fe Photographic Workshops, Santa Fe / *Advanced studio & location lighting, 1996*

Skills: Adobe C-Suite, MS Office, professional photography & midnight paper jams in the laser writer.