

# Melissa Silverman Director

melissasilverman.tv | linkedin.com/in/melissasilverman | melissasilverman@gmail.com | +1 (917) 915-3603

## PROFESSIONAL SUMMARY

- **Extensive experience managing creative teams**, leading large crews on shoots, and working with high-profile talent.
- **Vast network of resources** to draw from for all types of projects.
- **Established relationships at top media outlets**, including several Viacom networks.
- **Confident working in U.S locations and abroad**, with local crews and talent.
- **Credited with shaping brand identities** in fresh, unique and subsequently emulated ways.
- **Signature work** known for distinctive visual aesthetic with humor and personality.
- **Specialties** include directing, creative ideation, creating and executing branding and promotional campaigns, writing, photography.
- **Proud 'Free the Work' member**, committed to giving underrepresented creators a voice in media.

## DIRECTING - SERIES

**All Over It (comedy series) – 2015**

Co-created and co-directed **digital comedy series** featured on **Funny or Die** about six art school grads living together trying to turn their middling talents into rent money.

Ensemble features guest appearances by H. Jon Benjamin (*Archer*) and Ben Sinclair (*High Maintenance*). Full series can be found [here](#). Press can be found [here](#).

## DIRECTING - VARIOUS

**Freelance – 2006-Present**

- Directed highly successful branded comedy piece for **Funny Or Die**.
- Directed comedy segments for **Jimmy Kimmel Live**.
- Directed digital kids how-to series for **Houghton Mifflin Harcourt's** #1 early learning app, **Curious World**.
- Directed branded digital series for **OWN/Secret** with best-selling author and esteemed speaker **Gretchen Rubin**.
- Directed campaign featuring Terrence Howard and Taraji P. Henson for **"The Soul Train Awards"** for BET/Centric.

## DIRECTING - COMMERCIAL

**Various – 2006-Present**

**Directed successful advertising campaigns for brands** such as McDonalds, Funny or Die, Adcolor, Dannon, Unilever (Breyer's Gelato), Nabisco, Genworth Financial, KFC, Siminn, Pernod Ricard (West Coast Cooler), United Way, Tuborg Beer, Yandex Market and DIRECTV. (Complete list available.)

**Conceptualized, directed, and produced Emmy-nominated network launch campaign** for Nick's Noggin (now Nick Jr.) TV network and **directed six-spot launch campaign** for Nick's teen network, the N, which aired cross-channel and in theaters throughout the U.S. (and won a Promax/BDA award).

**Directed successful campaigns for media outlets** such as MTV, Nickelodeon, STARZ, BET, Cooking Channel, OWN. As a director, **proven reputation** for managing and ensuring positive agency and client relationships, for skillfully leading 25+ member crews, for domestic and international campaigns.

## DIRECTOR + SENIOR PRODUCER

**MTV/MTV2 – 2000 -2005**

In addition to Director and Creative Producer roles on individual promotions, functioned in a supervisory role for various campaigns, managing creative execution and overseeing other creatives on key campaigns.

**Directed and creative produced hi-profile celebrity-driven campaigns** with Madonna, Jennifer Lawrence, Taraji P. Henson, Conan O'Brien, Terrence Howard, Foo Fighters, Mo Rocca, Britney Spears, and others.

**Wrote, produced and directed promo campaigns for new and existing series and MTV banner events.** Examples include **promos with Conan O'Brien and Run DMC for the Video Music Awards'** return to New York and a campaign called "Places" for MTV's 20th Anniversary, which involved working with researchers to uncover locations of significance in artists' lives and then traveling to shoot 40 of them, such as the diner where Eminem flipped burgers until 1997.

**Created and executive creative directed award-winning international image campaign, MTV Coordinates**, which was the first internationally co-directed MTV Branding Image Campaign involving every channel worldwide. Included initiating projects, getting unanimous buy-in from 20+ international channels, collaborating with each channel's producer to come up with a list of universal themes, assigning a theme to each channel, and then collecting of stills created by each channels team reflecting their theme (80+ photographers) and **overseeing the creation of campaign, which won a British D&AD Award**

## AWARDS + RECOGNITION

**Work garnered recognition from Industry Awards** including the **British D&AD Annual**, Promax, BDAs, The Art Directors' Club, Tellys and an **Emmy nomination**.

Work was featured in international digital festival RESfest and RES Magazine. Several campaigns included in *Not Teflon*, and *On-Air: The Visual Message & Global Language of MTV*, two books dedicated to the influence and impact of MTV Promos and Design.