

# jamil silver

CONTENT CREATOR  
128JOHNST.COM

## WORK EXPERIENCE

### SAPIENTRAZORFISH

Senior Art Director / Social Specialized Capability / Oct 2015 - Present

Elevated quality, creativity, and originality of content created for Nutella, leading to increased followers, from 100K to 1M on Instagram in the first year on the business.

Develop the creative vision of strategic social content. Ideate and produce content across social channels - including 30+ posts per month for Nutella, one of the top CPG companies on social.

Direct photo and video shoots, coordinating with stylists, production crews, and editors.

Manage pre- and post-production process of content from conception-to-completion.

Collaborate with team of account managers, strategists, and other creatives to convey our clients' messages in relevant, engaging, and fresh ways.

Juggle multiple projects simultaneously and receive feedback gracefully, adapting to direction as needed while confidently outlining the rationale and choices that support the work.

Lead client meetings, creative brainstorming, and team development direction. Package and sell an idea or findings to internal and external audiences.

Track record of meeting the most demanding deadlines, communicating effectively with cross-functional teams, and leading by example.

Manage and mentor junior creatives, guiding them to elevate their work to new levels.

Known for taking a hands-on approach in anything needed. From leading creatives, directing crews, collaborating with clients, and bringing creative concepts to life.

### PEANUT BUTTER & CO.

Art Director / June 2011- Oct 2015

One-person photo studio whose role includes conceptualizing, planning, styling, photographing, processing, retouching and sizing images for projects as necessary.

Shape the vision of the company by creating branding assets for new and existing product lines. Work includes logos, design guidelines, social media content, website and packaging.

Conception-to-completion project management. Instrumental in each phase of all projects from concept, creative development, production, distribution and going live.

Drive consumer interest by establishing enticing visual language for new and existing brands. Develop all materials while maintaining consistency across deliverables.

Brainstorm with marketing department and brand manager to create innovative, budget-friendly campaigns. Development of all digital and print creative to support each.

Initiated highly engaging social video strategy. Inventive short videos were shared widely across all platforms and the innovative campaigns were recognized by various media outlets.

Producer and project manager for YouTube video series. Management of on-site production staff of 20+ people, recipe development and graphic support during the week-long shoots.

Manager of freelance artists, photoshoot director and photography intern overseer.

Equip team members with tools to succeed. Supply sales with presentations and assist marketing director with potential partnership meetings.

Lead presentations for new projects to team members, Marketing Manager, Brand Manager and President.

*Please inquire about additional experience, freelance clients, and references.*

## EDUCATION

BACHELOR OF ARTS / Fashion Institute of Technology / 2003-2007

## EXPERTISE

SOCIAL CONTENT

ART DIRECTION

ILLUSTRATION

PHOTOGRAPHY

## SKILLS

ADOBE PHOTOSHOP

ADOBE ILLUSTRATOR

PHOTO/ VIDEO PRODUCTION

SOCIAL VIDEO EDITING

ANIMATION

FOOD STYLING

HAND DRAWING

## ACCOLADES

### NUTELLA

Shorty Award Winner

Best Use of Instagram, Nutella Back to School

American Package Design Award

Nutella Brings Zigi Back together

2017 Digiday Content Marketing Awards

Best use of Snapchat (Finalist)

### PEANUT BUTTER & CO.

Business Community / 8 Brands Killing it on Vine

AdWeek / Food Brands Capitalize on

Fourth of July to Build Long-Term Digital Chops

### SAPIENTRAZORFISH

Impact Awards (Finalist)

Nominated by five peers for worldwide company award, judged by a diverse international panel  
Company wide - 4,364 nominations / 68 finalists

### UN Hackathon

Selected as one of five of the brightest to represent SapientRazorfish to participate in a multi-agency hackathon partnering with the UN and YouTube

## CONTACT

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