

Libby Silverman

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Award-winning TV and Digital Marketing creative with more than fifteen years of leadership and innovation in development and implementation of web, social media, apps and on-air content as well as award-winning promotions, web series and launch campaigns.

Professional Experience:**CREATIVE MANAGER DRAMA:****FOX BROADCASTING**

October/2008-Present

Conceive, produce and oversee a wide range of promotional/marketing content across multiple platforms. Develop and produce live content opportunities. Collaborate with Executive Producers and various stakeholders to develop unique off-air extension content and DVD bonus material that generates awareness and drives incremental revenue. Manage writers, editors and multiple vendors to fulfill content plans across all media.

Key Accomplishments:

- Empire- Created high-quality music and show content that turned Empire into the highest rated network show in over ten years. I developed franchise properties (*Empire Lincoln After Show*, *Pepsi's Empire Studio Sessions*, *Cover Girl's Empire Look*, *Empire's OMG Moment* etc.) maximized inter-company synergies, and worked closely with cross-functional teams.
- Empire After Show- Developed and produced a highly successful branded partnership for Facebook Live. Empire's hosted After Show has helped grow Empire's fan/follower base and engagement by drawing 3 million weekly viewers.
- New Girl- Created web shorts featuring series stars as multi-platform bridge content between seasons. Devised a new online strategy to create a web series to directly involve fans. Created exclusive advertiser sponsored New Girl content to maximize fan engagement.
- Glee – Launched a comprehensive teaser campaign after Glee's sneak peak to promote the fall launch. The cast video diaries and tour content offered exclusive behind-the-scenes material that achieved widespread, cultural awareness and hit-ratings for the premiere.
- Super Bowl – Eventized in stadium messaging for the Super Bowl by enlisting Fox stars to engage the Super Bowls very sought out demographic. Built a three-way partnership between FOX, the NFL and FX. Negotiated, supervised and created scripts and access to talent. Over three months I created thirty-six original pieces for The Super Bowl
- The Teen Choice Awards – Created a live red carpet and backstage show to build the Teen Choice brand while offering fans added value.
- House – Devised a new online strategy to create a web series to directly involve fans, House's cast and the EP's. Created a new look and approach to a web series. *Fans Ask House* dramatically increased unique views.

CREATOR AND EXECUTIVE PRODUCER:**GOING THERE WITH ANA GASTEYER**

November 2014-Present

Conceived, Wrote, and Executive Produced a branded web series for Yahoo. *Going There* <link> takes an honest look at parenting through the very necessary prism of comedy. Collaborated with Warner Brothers, Yahoo, Chevy and well known comedy talent to develop unique extension content and material targeting women to generated social awareness. P.S. it's funny.

Episodes:

S1 E1 – The trouble with kids <link> with guest Jenna Fischer <link>

S1 E2 – Oh my aching back <link> with guest Jessica St. Claire <link>

S1 E2 – Oh my aching back <link> with guest Maya Rudolph <link>

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S1 E5 – I told you not to leave! with guest Tony Hale <link> (premiering 11/4)

EXECUTIVE COMMITTEE, INTERACTIVE MEDIA PEER GROUP

ACADEMY OF TELEVISION ARTS & SCIENCES

November/2013-Present

The Academy of Television Arts & Sciences is best known for the Primetime Emmy Awards. The Interactive Media Peer Group (IMPG) currently boasts over 700 members involved in creating interactive media content and technology for television and related industries. The IMPG Executive Committee is responsible for administering the Primetime Emmy Awards for Outstanding Creative Achievement in Interactive Media. Co-Head of Industry Events group.

FREELANCE WRITER/PRODUCER:

[FX](#), [THE TENNIS CHANNEL](#), [AMC](#), [ABC](#), [CBS](#), [NBC](#)

January/2001-2008

Created high-impact on-air marketing to support multiple network franchises. Achieved the objective to grow viewership and drive ratings.

Key accomplishments:

- Directed and designed CBS Network specials and award show events.
- Launched the Tennis Channels original programming block with exclusive behind the scenes footage.

MANAGER/CREATIVE CONSULTANT

[Odyssey Network](#), [The Health Network](#)

January 1999 – January 2001

Task force leader for defining the brand and developing a new identity for these two emerging channels.

Key Accomplishments:

- Developed online/off-line promotions to increase channel awareness
- Managed and trained junior staff.
- worked with a small budget while developing big ideas.

SENIOR PRODUCER

[Fox 5 New York, NY](#)

June 1993 – January 1996

Developed strategies to launch *Giants Today* magazine show as part of the NFL on Fox. Managed key client relationships throughout the development of *Giants Today*. Brand

steward and co-team lead overseeing creative, technical and project management of resources to ensure hitting all of the Fox's budget and marketing goals. Supervised cross functional teams and collaborated across all disciplines.

Key Accomplishments:

- Executive Produced the award winning *Giants Today*.
- Directed and produced multiple award winning promotions.
- Worked with small budgets to develop big ideas.

Education:

Brooklyn College (CUNY), Brooklyn, NY
Master of Fine Arts, Television Production
Graduated, June, 1992.

Awards:

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| 2016 | • Promax Silver |
| 2016 | • The Webby Awards |
| 2012 | • Promax Gold |
| 2009 | • Promax Bronze |
| 1998 | • Promax Gold: Best Kids Campaign |
| 1995 | • Emmy Award: Best Promotional Campaign |
| 1994 | • Emmy Award: Best Sports Show |
| 1993 | • Women in Television and Radio: Breast Cancer PSA |