

Scott Silverman works as an independent creative copywriter and brand marketing strategist, offering clients the benefit of his more than 15 years' experience in brand discovery and development, taglines, business-to-business collateral and consumer print & broadcast advertising.

Scott has written copy for dozens of agencies, design shops and corporate clients, including WB Doner, Bozell, JWT Employment Communications, St. John & Partners, Jungle 8/creative and Harrington Design. A campaign for AT&T's UniversalCard achieved a record-breaking 40% sales increase and exemplifies his approach to *optimizing brands at the retail level*. Other recognition includes awards from the Employer Marketing Association, Gannett Outdoor, Detroit Creative Director's Council, and recent mentions in David Carter's latest tome [Big Book of Layouts](#).

Scott writes branding and capabilities brochures, sales letters, web sites, direct mail pieces, annual reports and all manner of corporate and employee communications. He is equally adept with long copy as he is with snappy headlines and memorable taglines. Scott's known for frequently infusing his work with humor to command target attention and help clients project powerful, differentiated personalities. He also helps companies develop comprehensive brand plans, and assists them with marketing and business planning. He provides business development advice, utilizing the brand as overall management compass, and providing clients the energy and the tools to maximize effectiveness, impact and budget.

Scott's family's healthcare practice brokerage firm provided early exposure to the fundamentals of marketing and sales. He went on to supplement his business background with a Bachelor of Arts in English from the University of Wisconsin at Madison where he also earned the Emphasis in Creative Writing designation. He got his copywriting start at Bruce & Chato Advertising, Detroit's premier creative boutique, where he learned the importance of breakthrough messaging in driving retail sales. His passion for writing also extends into the Entertainment arena. He is an alumnus of Warner Bros. prestigious Comedy Writers' Workshop. His first screenplay was a Fade In: Magazine Quarterfinalist. His second comedic screenplay was in development...until it wasn't.

Freelance since 1996, Scott Silverman currently writes, consults and manages projects on behalf of a wide range of clients. He continues to develop comedy scripts and is also fast at work on a book designed to let the small business owner profit from big business brand marketing techniques.

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