

DAVID SILVERMAN

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EDUCATION

Northwestern University

Evanston, IL

Sep 2016—Mar 2020

- Communications Studies BA, Creative Writing Minor
- Research Assistant, Crisis Management, Irving J Rein, PhD

Danish Institute of Study Abroad

Copenhagen, Denmark

Aug—Dec 2018

EXPERIENCE

Wild

San Francisco, CA, Remote

Product Lead, Residency & Art Collections

Apr 2022—Present

- Employee 3 at digital art residency, drop platform, and marketplace
- Recruit artists and instructors, manage programming for 100+ artist residency
- Project manage art collection development and go-to-market strategies and campaigns
- Product manage drop platform and sales mechanic development
- Collaborate with Marketing lead on campaigns for art drops totaling more than \$2M+

Brewbike

Austin, TX

VP, Marketing

Jul 2021—Apr 2022

Director, Creative & DTC

Aug 2018—Mar 2020

- Led marketing teams for seed-stage coffee startup
- Directed multi-agency, award-winning strategic rebrand and website redesign
- Managed Shopify-based store with 10,000 customers and \$65,000 monthly revenue
- Created and executed text, email, and social media marketing campaigns

Freelance

New York, NY

Creative Strategist

Jan 2016—June 2022

- Create brand strategies, marketing campaigns, and social media content
- Manage entertainment clients, including Felly, Closed Sessions, and Shot In The Dark
- Develop and manage drop-focused, e-commerce sites generating +\$50,000 per drop

Sunshine Enclosures

New York, NY

Contract Creative Director

Jun—Sep 2019

- Developed brand strategy and guidelines, directed photography, and launched website
- Facilitated new client acquisition alongside the CEO and co-produced sampling event
- Led design teams to develop packaging for clients, including Dad Grass and GTI

Proper Cloth

New York, NY

Operations Intern

Jun—Sept 2018

- Organized most profitable sample sale in company history for DTC menswear brand
- Implemented fabric sample cutting machine to increase customer conversion

Haight Brand

Chicago, IL

Contract Director, E-commerce

Mar—Dec 2017

- Managed e-commerce sites for Chicago-based artists inc. Chance the Rapper
- Developed Rapper Radio, a Twitter-based, user-generated radio marketing platform

SKILLS

Product Management. Brand and Creative Strategy.
Facebook Ad Manager. Snapchat Ad Manager. TikTok Ad Manager.
Shopify. Recharge. Klaviyo. Attentive. Later. Squarespace.
Adobe Creative Cloud. Figma. Miro. Basic HTML, CSS, Java.