

Steven H. Wilson
WRITER / PRODUCER
swcreative.com

Goal: To help a company reach new levels of success through innovative branding, B2B and B2C communications, and strategic marketing.

SWCreative.com 2016 to present

Founder

- Ghostwriter: *After the Masquerade: A Memoir*
- Writer: *Deadtime Trilogy (Three-part novel series)*
- Writer: *Deadtime: The Series (TV Series in development)*
- Writer: *Bad Hair Day (Disney movie)*
- Writer: *Race to Space (Lionsgate movie)*
- Writer: *AKA (Twentieth Century Fox)*

Ovation Television Network 2012 to 2016

Senior Writer/Producer

- Wrote, produced and directed on-air content.
- Created engaging, memorable promos.
- Developed effective advertising strategies for Affiliate Marketing Team.
- Provided Ad Sales Team with eye-popping marketing materials: sell sheets, sizzles, brochures, swag. www.ovationtv.com

Creative Productions 2011 to 2012

Creative Director

- Created smart, strategic advertising for three blue-chip clients (Toyota, Metrolink, Goodwill), boosting revenue, ridership, and donations (respectively).
- Managed entire creative and production staff.
- Supervised website construction for numerous clients. www.creativeproductions.com

Sagon-Phior Advertising 2007 to 2009

Creative Director/Senior Writer

- Supervised team of designers and writers in creation of award-winning TV, Print, Web, Radio, and event promotions.
- Delivered stellar results for Metabolife, McCormick Distilling, Time Warner Cable, and Valley Presbyterian Hospital. www.sagon-phior.com

Men In Shorts Productions 1996 to 2007

Founder/Partner

- Founded creative ad boutique specializing in entertainment promotion.
- Wrote, produced, directed TV promos, commercials, trailers, trade ads, NATPE brochures, one sheets, viral videos.
- Clients included 20th Television, Warner Bros (TV and Film), Buena Vista Home Video, Disney Channel, HBO, Studios USA, NBC Universal, Caesar's Palace

Jacobs & Gerber, Inc. 1995-1996
Senior Writer / Creative Group Head

- Applied big-agency consumer goods advertising to the marketing of Entertainment. Meaning promos could now have a **concept**.
- Clients included CBS Entertainment, CBS News, Paramount Television, Kodak, NATPE.
- Worked closely with CBS on fall "New Season" campaigns, including omnibus spots with full talent roster.

Dancer Fitzgerald Sample / Saatchi and Saatchi (New York, LA) 1984-1995
Senior Copywriter

- Created award-winning national campaigns for Toyota, RC Cola, Wendy's, General Mills, L'eggs.

Awards

Clio, AAF Best in the West, NY Film Festival, One Show, Telly, Promax.

Education

Princeton University, BA
School of Visual Arts, New York

Portfolio: swcreative.com

Home: 1405 Washington Ave, Santa Monica, CA 90403

Phone: (310) 569-3379

Email: stevenwilson@swcreative.com