

French Horwitz

50 West 96th Street
New York, NY 10025
202.257.8263
french.horwitz@gmail.com

About

I'm an enthusiastic digital content creator who helps businesses, brands and channels tell great stories. A direct, decisive and innovative leader of effective creative teams, developers, researchers, and strategists and a researcher and writer with a love of data and knowledge.

Experience

Freelance Creative/Editorial Director, Copywriter, Executive Video Producer, Integrated Content Creator & Digital Strategist, New York, NY — 2016-Present

Client-facing creative consultant and content creator for Fortune 500 companies and businesses, agencies and digital channels in the entertainment, edtech, financial, healthcare, retail, fashion, and consumer and industrial products spaces.

Condé Nast Entertainment

Set and execute digital video programming for GQ.com as well as the digital channels. Work with brand editorial and strategy team to generate new content and opportunities – piloting new ideas and new formats. Oversee a team of makers who create video for the brand.

VP of Original Content, Head of Development, Strategist, IMG, New York, NY — 2015-2016

Ran the original content and development department, directed creative and strategy and managed a team of five creatives. Created and executive produced content and wrote copy for broadcast, cable, and digital. Helped build a new division within the company, transforming the focus to commercial content and became a primary conduit to clients.

VP of Current Content & Development, Strategist, Executive Producer, Zodiak NY, New York, NY — 2014-2015

Ran the content and development department, directed creative and strategy. Responsibilities included executive producing content, setting strategy, developing concepts, interfacing with clients, creating proposals and pitching, working with the international units on acquisitions and managing a team of six creatives.

Network Executive Producer, Discovery Channel, Silver Spring, MD — 2011-2014

Executive produced scores of unscripted series and managed the outside creative teams who produced the content. Developed and created new programming as well as contributed to the formation of network strategy.

Showrunner, Senior Producer, Writer, Director, Washington, DC — 2001-2011

Produced, wrote, and directed hundreds of hours of cable programming for channels such as National Geographic, History, TLC, Animal Planet and PBS.