



# French Horwitz

## Details

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## About Me

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An enthusiastic and collaborative digital content creator who helps businesses, brands, and channels tell great stories. A direct, decisive and innovative leader of effective content marketing teams, developers, researchers, and strategists. A researcher and writer with a thirst for data and knowledge, who has traveled the world in search of stories of interesting people, doing incredible things in the most amazing places.

## Portfolio

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<https://francewest.iimdo.com/samples>

## Online Profile

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## Experience

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

Creative Consultant for several agencies in the Entertainment, EdTech, Healthcare, Retail and Industrial Products spaces. Developed campaigns for two clients in the food industry and transportation space.

**Creative Director, Copywriter & Strategist, Fly on the Wall**  
Brooklyn, NY — 2016-2017

Directed creative and strategy, wrote copy and lead a team of 4 creatives. Also served as client-facing account executive for this digital and branded content studio that specialized in the healthcare space (the Mount Sinai Health System was the primary client) and the education space but also created content for Fortune 500 companies.

**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 5 creatives. Created 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 the primary conduit to most clients. Also executive produced content.

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

Ran the content and development department, directed creative and strategy. Responsibilities included 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. Also executive produced content.

**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 shows. Developed and created new programming as well as participated in 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.