



FRENCH HORWITZ

DETAILS

50 West 96th Street, Apt. 16C
New York, NY 10025
202.257.8263
french.horwitz@gmail.com

ABOUT ME

A highly motivated and goal oriented content creator and strategist with 15-plus years of experience with branded, digital, on-line, broadcast and cable content. Direct, decisive and innovative leader of effective teams of developers, writers, producers, directors, researchers and editors, who have created hundreds of hours of short and long-form content. Tireless researcher and strategist, with a thirst for data and knowledge, who has travelled the world in search of stories of interesting people, doing incredible things in the most amazing places.

EXPERIENCE

FREELANCE CREATIVE DIRECTOR, COPYWRITER, EXECUTIVE VIDEO PRODUCER & DIGITAL CONTENT STRATEGIST

New York, NY — 2016-Present

Creative Consultant for several agencies in the Entertainment, EdTech, Healthcare, Retail and Industrial Products spaces.

CREATIVE DIRECTOR, COPYWRITER & DIGITAL CONTENT STRATEGIST, FLY ON THE WALL

Brooklyn, NY — 2016-2017

Directed creative and strategy as well as lead a team of producers, directors, strategists, writers and editors. Also served as client-facing account executive for this digital and branded content studio that specializes in the healthcare and education spaces but also creates content for Fortune 500 companies.

Accomplishments:

- Established strategy and executive produced content for the largest client, the Mount Sinai Health System
- Developed campaigns for two clients in the consumer food and airlines spaces

VP OF ORIGINAL CONTENT, HEAD OF DEVELOPMENT, DIGITAL CONTENT STRATEGIST, IMG

New York, NY — 2015-2016

Ran the development department, directed creative and strategy as well as managed a team of producers, directors and writers. Created and sold content for broadcast, cable and branded. Helped build a new division within the company, changing the focus from sports programming to commercial programming and became the primary conduit to most networks. Also executive produced current programming.

Accomplishments:

- Brought in a major digital real estate client for branded content
- Part of a team that developed and sold a new reality concept, *Glam Squad* to E ! Network
- Developed the concept *Hawaii Wild* for Nat Geo Wild as well as produced, wrote and directed the presentation tape

VP OF DEVELOPMENT & CURRENT, CONTENT STRATEGIST, EXECUTIVE PRODUCER, ZODIAK NY


New York, NY — 2014-2015

Ran the development department, directed creative and strategy. Responsibilities included setting strategy, developing concepts, network interfacing, creating paper and tape, pitching, working with the international units to create formats, acquisitions and co-pros and managing a team of six including developers, producers and casting. Also executive produced current programming.

PORTFOLIO

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

ONLINE PROFILE

-  [linkedin.com/in/frenchhorwitz](https://www.linkedin.com/in/frenchhorwitz)
-  twitter.com/frenchhorwitz
-  [instagram.com/frenchhorwitz](https://www.instagram.com/frenchhorwitz)
-  medium.com/@francewest

SKILLS

Leadership	●●●●●●●●
Strategy	●●●●●●●●
Producing	●●●●●●●●
Writing	●●●●●●●●
Design	●●●●●●●●

EDUCATION

B.A. Communications/Journalism
University of Maryland, College Park

Accomplishments:

- Developed and sold a reality concept starring NASCAR star Jimmie Johnson to Discovery Channel
- Developed and sold reality concept *Sugar Babies* to E ! Network as well as EP'ed the presentation tape
- Developed and sold the reality concept *Tenpenny Construction* to HGTV as well as EP'ed the pilot
- Developed and sold the game show *The Room* to POP Net
- EP'ed reality series *Smokey Mountain Money* for Nat Geo

NETWORK EXECUTIVE PRODUCER, DISCOVERY CHANNEL

Silver Spring, MD — 2011-2014

Executive produced hundreds of hours of programming and managed the creative teams who produced the shows. Developed and created new programming as well as participated in the overall network strategy.

Accomplishments:

- Hit shows included *Yukon Men*, *Dual Survival*, *Backyard Oil*, *Flying Wild Alaska* and *Storm Chasers*

SHOWRUNNER, PRODUCER, DIRECTOR, WRITER

Various — 2008-2011

- *101 Gadgets That Changed The World* for The History Channel
- *Lock N' Load with R. Lee Ermey* for The History Channel
- *Hillbilly Hand Fishin'* for Animal Planet
- *Jurassic CSI* for Nat Geo
- *Dangerous Encounters* for Nat Geo

SENIOR SERIES PRODUCER, SERIES PRODUCER, SENIOR PRODUCER, PRODUCER, WRITER NATIONAL GEOGRAPHIC TELEVISION

Washington, D.C. — 2001-2008

- *Master of Disaster*
- *Is it Real?*
- *Amazing Planet*
- *Mysteries of the Bible*
- *Explorer*
- *Dino Death Trap/Dino Autopsy*
- *Out There*
- *Reptile Wild*