

Liz Rosenthal

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Integrated Digital Creative Director ▪ Writer/Producer ▪ Maker of Content

I create branded and unbranded content from a storytelling point of view. I've conceived and produced work for all digital media including digital film, microsites, interactive outdoor, widgets, apps and games. I have written for long and short formats – scripted and unscripted. And I'm quite savvy in social media, the growing conversation among consumers in which brands have the opportunity to actively participate. I can also accommodate analog requests such as TV, radio and print. Have I mentioned I've written for stage as well? In short, I deliver effective, engaging and entertaining content that extends beyond the traditional.

To create work to be seen from at least 360 different degrees, we have to start with a solid idea born from the loins of a brand. (Some things never change.) And just as a brand is strongest when there's cohesion across all channels, the talent bringing those messages alive needs to be integrated. I see integration as the harmony of mindset and process. And in my experience, I've found that it's often made much more complicated than it needs to be.

Integration begins when we truly believe the whole is greater than the sum of the parts. Beyond the traditional art director/copywriter model, I regularly collaborate with other writers, producers, developers, strategists, directors, photographers, media experts, marketing gurus, anthropologists and anybody else who can help the team get to solutions. I've found that people willing to learn and wear a multitude of hats are the people you want on your team. Creating solid partnerships and transparent internal communication is the key to integration. Once that's in place, it's about efficiency and common sense.

We live in a world where consumers call the shots. Engaging with a brand is their choice, making it our job to turn the consumer base into a fan base that wants to play. Having performed stand-up and improv in front of paying customers, I have firsthand knowledge of what it takes to win over an audience. I strongly believe it's the performer's — or in our case, the brand's responsibility to capture that kind of attention. My performance experience has also led to directing an award-winning short documentary, as well as acclaimed projects for Samsung and American Express.

What I'm looking for is a team to join and help build. A place we can roll up our sleeves and create solutions far better than we ever imagined. I love being part of shaping the future of this exciting and evolving landscape we call advertising. If I sound like the kind of talent you want your team, please do not hesitate to give me a call. I guarantee you'll be glad you did.