

# HOWARD MARC SOLOMON

Creating | Branding | Telling a Great Story

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## PROFILE

- Award-winning writer/art director
- Insightful story-teller and branding specialist
- Enthusiastic collaborator and problem-solver
- Resourceful manager and mentor
- Award-winning writer/art director

## DIGITAL

### **LG Beauty, New York, NY**

**06.22–04.24**

- Sr. Copywriting Consultant for global leader in **K-Beauty and personal care**, creating **website copy and comm assets** and supporting brand development.

### **AD&M, Art, Design & Marketing, Rochester, NY**

**05.15–04.22**

- Creative consultant for boutique design and marketing firm, developing **videos**, websites and print materials for **global technology leaders**, local businesses, and new tech start-ups.

### **Scholastic, Inc., New York, NY**

**08.11–12.14**

- Copywriting consultant for company-wide **branding guides** and website re-launches.
- Lead copywriter—including branding, digital, email, print, and broadcast—for Storia, Scholastic's **eReading app and eBook services**.
- Lead copywriter—including **digital, email, print, and broadcast**—for KAKOOMA and Greg Tang's World of Math.
- Lead copywriter—including branding, digital, and print—for Paws for Reading, Scholastic's 2012 **national reading initiative**.

### **Medium Digital Studio, Inc., Los Angeles, CA**

**10.08–10.11**

- Served as copy and branding consultant for full-service interactive design and marketing studio specializing in **beauty and wellness brands**.
- Developed client business names and brand identity for effective online messaging.
- Write **blog posts and emails to drive SEO** and increase traffic to client sites.

### **Scholastic.com, New York, NY**

**01.99–01.03**

- Created **interactive educational projects** in collaboration with Internet producers for nationally recognized Web site providing content for teachers, parents, and children.
- Compiled **online teacher's guides** with lesson plans and national teaching standards.
- Wrote and edited book reviews of both fiction and non-fiction works.

## PRINT

### **Avon Products, Inc., New York, NY**

**08.03–08.08**

- Worked in close collaboration with art directors and marketers to create **global branding** and product copy for international retailer.
- Selected for top-down initiative to reposition company's **flagship color business**.
- Created **editorial voice** while managing magalogs for wellness and **men's businesses**.

## TELEVISION

### **Telenext Media, Inc., New York, NY** **05.07–09.08**

- Adhered to strict [guidelines and turn-around schedule](#) while completing episodes for network daytime dramas, Guiding Light and As the World Turns.

### **Some Assembly Required Productions, New York, NY** **04.03–12.03**

- Crafted project proposal and pilot episode detailing learning curriculum and creative content of [original television series](#) for production company specializing in children's programming.
- Conducted [interviews and compiled data](#) from print and electronic media to support [science-oriented content](#) used in television series.
- Pitched proposal to partnering television [network executives](#).

### **Glow In The Dark Productions, New York, NY** **03.00–06.00**

- Developed [story ideas with staff](#) and compiled off-beat facts and stories from American history for The History Channel's The Great American Quiz Show.

## TEACHING

### **Year Up, Inc, New York, NY** **08.08–02.09**

- Taught Business Communications for national job training program.
- Headed [committees](#) addressing academic and financial issues of larger organization.
- Collaborated in creation of [national rubric for writing assessment](#) and analysis.

### **College of New Rochelle, Brooklyn, NY** **01.02–06.02**

- Instructed adult students in remedial learning, [critical analysis](#) and essay-writing.
- Provided forum for peer evaluation, academic advisement, and student [mentoring](#).

### **University Of Rochester, Rochester, NY** **09.98–06.20**

- Provided [critical advice](#) while guiding students' written work from creation to production.
- Conducted [highly evaluated](#) playwriting workshop for undergraduate students.
- Judged and awarded productions presented in theatrical festival.

## EDUCATION

- **CARNEGIE MELLON UNIVERSITY**, M.F.A. Playwriting
- **UNIVERSITY OF VIRGINIA**, B.A. English

## AWARDS

- Pennsylvania Cable Arts Network Award of Excellence
- West Coast Drama Clan Award for Playwriting
- Bud Yorkin Playwriting Scholarship
- Shubert Playwriting Scholarship

## PLUS

- MS Office, Adobe Creative, etc.
- Proficient in German and French, spoken and written.
- Visit [hmsolomon.com](http://hmsolomon.com) for writing and creative samples.