



French Horwitz

Details

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

About Me

An enthusiastic and collaborative 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. 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

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

Online Profile



Experience

Freelance Creative 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.

Mount Sinai Health System/FOTW

Directed creative and strategy, created highly engaging digital and branded content, wrote and edited copy, and lead a team of four creatives.

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.