

Professional History:

Terrestrial Creative Producer

January 2018 - Present

SpaceGamesFederation.com
Earth-based/Los Angeles, CA

Lead creative for SGF, the first governing and sanctioning body for competitive sports played in Zero-Gravity.

- Work closely with co-founder Linda Rheinstein on long-range vision-based strategic planning, organizational goal-setting, sponsor and partner development, and staffing
- Create e-newsletters, web content and strategy, social media management, collateral materials, and write and produce AV content
- Manage talent including game creators, external creatives, SpaceCasters, and Astroletes®

Freelance Writer/Producer

June 1992 - Present

Wasserman Creative Services
Los Angeles, CA

Wrote and produced print and audio-visual materials for major entertainment companies including Paramount Pictures, HBO, CBS and The Walt Disney Company.

- Led winning creative pitch for Saeshe Advertising, securing the \$8mm Pala Casino account, creating and supervising staff on primary re-branding, print, digital, OOH, collateral
- Winner, Golden Trailer Award and two Key Art Awards, including Home Entertainment Packaging for "The Complete Elvis Collection"
- Supervised two successive Fall launch campaigns, cementing CBS as the #1 television network

Creative Director

June 1991 - June 1992

J&G Productions
Culver City, CA

Wrote, produced and directed trailers, TV and radio spots as exclusive agency for SONY/Columbia Pictures Marketing.

- Created campaigns for films totaling over \$500,000,000 combined domestic box office, with eight Top 50 finishers
- Finalist, nine Key Art Awards
- Introduced the re-design of the "Columbia Lady" logo

Hillel Wasserman
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Awards & Recognition

Key Art Award

First Place, Video Packaging
"The Ultimate Elvis Collection"

Golden Trailer Award

First Place, Theatrical Teaser (Print)
"The Ant Bully"

Education

University of California, Los Angeles (UCLA)
B.A./Communication Studies

Art Center College of Design
Pasadena, California

Carson + Roberts Creative Course
WSAAA, Los Angeles, California

4A's Institute of Advanced Advertising Studies
University of Southern California (USC)

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Other samples of my work:

PRINT & OUTDOOR:
<http://lie4bux.com/gallery1.html>

OTHER CONSUMER PRINT:
<http://lie4bux.com/gallery2.html>

DIGITAL CONTENT (EDITORIAL + VIDEO):
www.spacegamesfederation.com
<http://www.reallifesuperheroes.com>

COLLATERAL MATERIALS:
<http://lie4bux.com/pdfs.html>