

# OMAR SILWANY

CREATIVE DIRECTOR — ADVERTISING CREATIVE — WRITER

**Ideas. Into Copy. Into Scripts. Into Films. Into Campaigns.**

## SUMMARY

A pre-med student doesn't usually end up naming the credit card in your wallet. I studied pre-med at Cornell, where I also apprenticed under the poet A.R. Ammons. Diagnosis and metaphor are the same skill pointed at different problems. I write the line, art direct the frame, and build the experience. I architected the verbal identity of Chase Sapphire and built the ID and design team at McGarryBowen. I rebuilt the strategy for Obama's MBK Alliance in record time — 50M+ impressions. I brought Project Rock to all ages: 100M+ Instagram views on a single post, every product sold out. At Momentum I led without a partner — copy and art direction both. The AI most people are still auditioning — Claude, Veo, Sora, Runway, Midjourney, Firefly — already runs as working practice beneath my craft, never in front of it. Twenty years. Two arcs. Branding: Brand Institute, Siegel & Gale, FutureBrand, Interbrand. Advertising: McGarryBowen, BBH, Publicis, Ogilvy. The names below are not a list of jobs. They are the evidence.

## EXPERIENCE

**Founder & CCO** Meanwhile In Jupiter Palm Coast, FL · 2020 - Present  
Creative consultancy applying Madison Avenue craft to AI technology — campaigns, films, and reusable agentic production systems. When a brand needs the work to look like a studio made it and an agency thought it, that contradiction lands here. Supported Ogilvy's OpenX team across the Coca-Cola portfolio — Sprite, Fanta, Coca-Cola, Powerade. Invited into an elite freelance pool for Ogilvy's global Dove brief. Creative directed "It's Not Too Late," a FEMA docu-short through Ogilvy — Dir. Alex Fischman Cardenas / Greenpoint Pictures. Grew the consultancy to \$450K+ annual revenue at 95% client retention.

**Creative Director** BBH USA NY, NY · 2020 - 2021  
Samsung came back. Brought in for a second consecutive global launch — this time at BBH, during COVID, no normal set, no normal crew, a Seoul client an ocean away. Led the team for the Galaxy Tab S7 FE — "Study Is Better with Play," with directors WeAreFromLA. Contributed to \$10M in Google account growth, working WNBA sponsorship, the Olympic push, and Super Bowl scripts for Google Sustainability. Reported to CCO Rafa Rizuto. Led remote presentations to Samsung HQ in Seoul and the Google marketing team.

**Founder & Creative Director** Professor LLC NY, NY · 2015 - 2020  
The MBK Alliance arrived with a broken strategy and a clock already running. Reactivated the consultancy for JOAN, GROW, VaynerX, Matter Unlimited, Erich & Kallman, CP+B, Seven Bucks, and Publicis. Rebuilt the strategy and concepted Obama's MBK Alliance campaign in record time — 50M+ impressions. Created the Samsung Galaxy global 5G launch with Publicis. Wrote Google Pixel 3 "Lose the Flash" Night Sight — Dir. Terri Timely / Park Pictures. Named and developed the tone of voice for Google VR Window Wonderland through GROW — Webby, FWA, Awwwards. Brought Project Rock to all ages — 100M+ views on a single post, every product sold out.

**Creative Director** Momentum Worldwide NY, NY · 2012 - 2015  
Spirits, automotive, and technology — and no creative partner to split the load with. Led teams across every project without a creative partner, overseeing copy and art direction in full. Conceived the Bentley Visionary Experience — an AI configurator that translated art taste into ideal auto configuration; NYT, Fast Company, PSFK; Cannes Lions submission. Conceived the Glenfiddich 1963 experience — a portal to its origin story, launched in LA and NYC; national press; Cannes Lions submission. Made the final round pitch at Google HQ for phone/tablet business. Forked a separate creative department to pitch and win social — the work seeded Five O'Clock, a standalone agency spun out of Momentum. Asked to join; went independent. First Creative Director invited to Momentum's Global Creative Council.

**Co-Founder & Creative** Professor LLC NY, NY · 2009 - 2012  
Co-founding meant the consultancy lived or died on work delivered across three continents at once. Contracted through Professor LLC for Momentum, Translation, Deutsch, Dentsu, and Grey. Led international campaigns for Dentsu in Malaysia — Honda, Panasonic. Contributed to Uniqlo's Global CMO Summit in Tokyo.

**Brand Voice Project Director** McGarryBowen NY, NY · 2006 - 2009  
There was no in-house identity and design team — so the work was to build one while the campaigns were already due. Built the in-house identity and design team; brought a rogue creative spirit and operational initiative to campaigns across Fortune 500 clients. Named and architected Chase Sapphire, Ink, Slate, Liquid, and Ultimate Rewards. Part of the core team that relaunched J.P. Morgan. Created The 64 Days of Crayola — Crayola's most effective retail campaign. Won Verizon three times — FiOS, Droid, 4G.

**Earlier Roles** Miami, FL - NY, NY · 1997 - 2006

Interbrand · FCB · FutureBrand · Siegel+Gale · Brand Institute

Before brand voice was a discipline anyone billed for, the work was to name things a company would stake its IPO and its medicine cabinet on. Named Lipitor, Nexium, and Halls Defense at Brand Institute. Crafted names, brand voice, and nomenclature for Wells Fargo, ExxonMobil, American Express, SAP, IBM, Microsoft, Nestlé, and Siemens — Unisphere, for the IPO. Authored Dove packaging guidelines during the identity shift that preceded the Real Beauty campaign. Pioneered digital brand writing at FutureBrand during Web 1.0, including onsite work for Saudi Aramco.

## SELECT ACHIEVEMENTS

**Obama MBK Alliance** — Rebuilt strategy, concepted campaign in record time; 50M+ with Obama, Curry, Chance the Rapper.

**Coca-Cola / Ogilvy OpenX** — Sprite, Fanta, Powerade, CocaCola. Copy, concepting, campaign development.

**Project Rock** — All ages; 100M+ views on a single post, every product sold out. Teremana, Hobbs & Shaw.

**Chase Sapphire** — Architected the verbal identity; Sapphire, Ink, Slate, Ultimate Rewards.

**Samsung (Global)** — Two consecutive global launches: Galaxy 5G with Publicis (Dir. Sara Dunlop), Galaxy Tab S7 FE with BBH (Dir. WeAreFromLA). Back-to-back.

**Google Pixel 3 "Lose the Flash"** — Dir. Terri Timely / Park Pictures. Dracula + Queen's "Flash." Night Sight made cinematic.

**Bentley Visionary Experience** — NYTimes, Fast Company, PSFK; Cannes Lions submission.

## EDUCATION & DEVELOPMENT

**Cornell University** — B.A., Literature & Creative Writing. Mentored by A.R. Ammons.

**Anthropic Academy** — Claude Code, MCP, Agent Skills (4 certifications, 2026).

**Robert McKee** — Story Seminar.  
**Actors Studio** — Method acting.  
**Poetry Project** — Vito Acconci.

## CORE COMPETENCIES

Copywriting · Copy Direction · Creative Direction · Big Idea Development · Brand Naming · Brand Voice · Scriptwriting · Integrated Campaigns · Awards Creative · Client Leadership · Pitch Leadership · Brand Films · AI Tools (Claude Code, Midjourney, Runway, Higgsfield, Firefly)

## KEY RECOGNITION

50M+ social (Obama MBK) · 100M+ views one post (Project Rock) · FWA, Awwwards, Webby's (Google) · Features: NYTimes, WaPo, FastCo, AdWeek · First CD on Momentum Global Creative Council