

## ADAM SIGEL

719 S. Los Angeles Street Suite #224  
Los Angeles, CA 90014  
(323) 356-1678 cutbaitprods@gmail.com

### Content and Social Strategist for European Film and Media Companies

Developed and executed social media and interactive extensions for various film projects including “Free Lunch Society” and “TrustWHO”

**Golden Girls  
Filmproduction  
Oval Media**

### Content Strategist for Cisco Global Sales Experience (GSX) Virtual environment

Assisted in the development of content for the virtual environment platform for the annual corporate sales meeting. Interviewed stakeholders/SMEs, audited and organized content.

**Cisco / Juxt  
Interactive**

### Content Strategist for Web site renovation

For GE FANUC Web site renovation – audited and organized content, interview stakeholders, developed content matrix and gap analysis, created templates and oversaw a team of copywriters.

**General Electric**

### Content Strategist for Marketing Agencies

Developed content on various platforms and formats. This includes an interactive series on Facebook messenger for **Unilever**; a seasonal magazine for **Sam’s Club**; Branded content for **Ann Taylor**; a whitepaper for **Poppulo**: interactive experience for the **Fox Searchlight** film “**The East**.”

**FLAGCX  
Vignette Agency  
Concept**

### Content Strategist and Content creation

Assisted in the development of Web and in-store marketing campaigns for entertainment, game, technology & financial companies including Xbox, Activision, Disney, Lions Gate, Capcom and The Gores Group.

**Midnight Oil Creative**

### Content and Social Strategist for Master website of Thedacare

Audited and organized content, interview stakeholders, developed content matrix for the enterprise website.

**The Revere Group**

### Content and Social Strategist for Creative Agencies

Developed engagement content and expansions to support the television and digital marketing campaign for **hautelook.com**. Developed engagement content for **Playboy**, **JC Penny**, and **Pepsi**.

**Buster Design  
Karousel Collective  
KESS**

### Content Consultant for Microsoft’s “Realizing Your Potential” online campaign.

Developed concepts, wrote scripts and collaborated with designers to produced animated videos for microsite. This included auditing product content to integrate into original narrative Web content.

**Microsoft / Mccann**

### Content Strategist and Consultant for Digital Agency

Helped develop, brainstorm, organize and write content for websites, assets and online games for entertainment & media companies including **Sony Pictures Entertainment**, **Activision** and **Fandango**.

**Blitz Digital Studios**

### Writer for Disney’s Blast Online Service.

Wrote children’s interactive games and video content based on Disney properties for the online subscription service.

**Disney**

### Creative Consultant & Producer for “Ecomagination” online campaign.

Over a 2-year period I helped to develop and produce websites, digital assets, videos, and an online game. Coordinated shoots, oversaw editing, collaborated with animation team on multiple videos across Web content ecosystem.

**General Electric**

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### Additional Employment

#### Speaker, Consultant and Mentor for Media Organizations

Provided lectures and one-on-one advice on content and community engagement strategies as well as storytelling approached across platforms. Organizations included: Nordisk Film and TV, Screen Australia, Torino Film Lab, Creative Europe, SUPSI/Visions du Réel i\_doc workshop, Independent Filmmaker Project, Berlinale Talent Campus, Atlantic Film Festival, Power to the Pixel, Canadian Media Fund, Merging+Media, MediaMorfosis (Argentina & Colombia), Distrito Cinema of Columbia, Forum Brazil, and the National Film Board of Canada.

### Education

#### **Wesleyan University**

Bachelor of Arts: Double major in Film Studies and American History  
Graduated with High Honors.

**Middletown, CT**

#### **New York University - Tisch School for the Arts**

Transfer student for three semesters in the Undergraduate Film and Television Program. University Scholar, Awards in Film Making, Screenwriting, Directing, and Editing. Film "**Inside Knowledge**" selected for the 7th Annual Haig P. Manoogian Film Festival.

**New York, NY**