

RICH SILIVANCH

CREATIVE DIRECTOR / BRAND BUILDER / VISUAL STORYTELLER

646.894.3107 / rich@silivanch.com / LinkedIn.com/in/richsilivanch / CV: silivanch.com

PROFILE

Creative Director who leads and inspires multidisciplinary teams to deliver bold, brand-defining work. Translates vision and insights into creative that maintains brand integrity across touchpoints, thriving in remote environments to drive high-impact results.

EXPERIENCE

Gravitude Brand Lab | West Orange NJ | Feb 2002 – Present

Creative Director, Brand Marketing Director

- Directed end-to-end creative across all marcomm touchpoints, setting vision and ensuring cohesive, high-impact brand expression and connection across diverse audiences and industries.
- Led, mentored, and inspired multidisciplinary teams across regions, fostering a high-performance culture rooted in creativity, curiosity, and accountability.
- Spearheaded transformative rebrands and repositioning efforts, evolving established companies into modern, differentiated, approachable, and growth-driven brands.
- Partnered with marketing leadership as a strategic creative director, aligning vision with business goals while improving efficiency and reducing costs.
- Delivered insight-driven, ROI-focused creative grounded in strong concepts, authentic storytelling, and design excellence.

SERVING

- Staffing Alternatives (6+ yr relationship)
- Park Avenue Club (3+ yr relationship)
- Securitas
- IEEE
- MIT
- PMI - Property Management Inc.

20+ startups and SME turnarounds

Mutant Media | West Orange NJ | Dec 2001 – Dec 2019

Creative Director, Brand Marketing Leader

- Founded and scaled a multidisciplinary NYC-based creative agency, building a high-performing team and leading brand, marketing, and operational strategy to drive sustained growth.
- Served as an offsite Creative Director across hundreds of engagements for global brands and high-growth startups, translating business objectives into compelling creative that delivered measurable impact.
- Led integrated, multi-channel initiatives across identity systems, campaigns, digital platforms, content production, and experiential—ensuring cohesive brand expression at every touchpoint.
- Recruited, built, and mentored high-performing creative teams while implementing collaborative workflows that elevated output, increased efficiency, and improved overall performance. Built focused sales, design and video teams passionate about their talents and focused on delivery.

- Aramark (12 yr relationship)
- Bacardi
- BASF
- Budlight
- Givaudan (6+ yr relationship)
- Merrill Lynch
- NEC (2+ yr relationship)
- Paramount Pictures
- Promotion Marketing Assoc. (PMA)
- Reebok
- Russell Simmons Men Jewelry Co.
- SEIKO (5+ yr relationship)
- The United Way
- Wacom Tablets
- Xerox

30+ startups and SME turnarounds

EXPERIENCE CONT.

Niteo Partners / ZEFER | NYC | Dec 1999 – Apr 2001

Creative Director, Sr. Brand & Interface Design Director

- Led concepting, visual design, and brand extension across enterprise web, intranet, and branding initiatives in a distributed team environment.
- Directed cross-functional teams (developers, programmers, multimedia) while aligning client needs with defined scope and execution.
- Built strong client and team relationships while spearheading a rapid company rebrand from strategy through launch. ZEFER was absorbed by NEC under the new brand Niteo Partners.

- Citibank
- FXall
- Merrill Lynch
- JPMorgan
- Communicator Inc
- UCCnet
- NEC

Arc Communications | Red Bank, NJ | Dec 1996 – Jun 1999

Sr. Design Director

- Collaborated with Creative Directors on brand audits, strategy, and identity system development from concept through execution.
- Led integrated branding and marketing projects across identity, print, advertising, video, web, and interactive experiences.
- Managed multiple client projects while coordinating with designers, developers, and cross-functional teams to deliver cohesive creative solutions.

- Nokia Sugar Bowl
- American Eagle Outfitters
- Bayer
- Novartis
- Alpharma
- Bell & Howell
- Sungard
- Sceptima Solutions
- Origin Technology in Business

SKILLS

IN LEADERSHIP

- Creative Leadership & Inspiration
- Team Mentorship
- Cross-Functional Leadership
- Stakeholder Communication
- Vision Alignment

IN IDEATION

- Strategic Ideation
- Concept Development
- Creative Problem-Solving
- Visual Storytelling
- Innovation Thinking

IN BRAND BUILDING

- Brand Strategy / Persona ID
- Identity Systems Across Touchpoints
- Emotional Connection Triggering
- Narrative / Messaging Development
- Campaign Execution and Rollout

EDUCATION

Advertising & Graphic Design | Rowan College

Glassboro NJ | 1996

FAVORITE SUCCESS

STAFFING ALTERNATIVES / Rebranded and repositioned a niche staffing firm to scale from 9 to 30+ offices over six years. Developed two distinct brand voices: a polished, trust-driven narrative for B2B HR and client audiences, and a more human, aspirational tone designed to attract and engage job seekers. Each voice has its own tone, messaging, and emotional intent. Working directly with the founder and his leadership, led the agency through a complete overhaul focused on building a benchmark for team culture. **Results:** #1 in NJ in Light Industrial, #8 in the country, Rev \$250m Visit <https://gravitudebrandlab.com/portfolio/staffing-alternatives>

Rich is a Creative Director and brand leader with **25+ years of experience** helping organizations define who they are, humanize their brand, and create meaningful connections with their audiences.

WHY THIS GUY?

He brings a rare combination of strategic thinking, hands-on creative execution, and business understanding, helping launch and **evolve 100+ companies**, from ambitious startups to Fortune 500 organizations and established market leaders.

Rich believes the strongest brands are built by understanding people first. He becomes an advocate for the audiences brands serve — digging into their needs, motivations, and expectations to create authentic, approachable experiences that **build trust and inspire action**.

A **collaborative leader**, Rich partners closely with C-level executives, marketing leaders, and cross-functional teams to translate business goals into clear creative direction, inspiring teams to turn strategy into meaningful work.

He doesn't just direct from a distance. Rich loves getting pixels under his finger nails and leads by example, mentoring teams, building creative systems, and staying close to the details that **turn ideas into impactful brand experiences**.

Across healthcare, technology, consumer products, toys, software companies, fintech, education, staffing, and more, **Rich helps organizations find their voice**, strengthen their perception, and create brands that employees and customers believe in.

Over 8+ years of **leading remote and distributed teams**, Rich has built strong systems for collaboration that keep creativity, clarity, and momentum intact regardless of location.

He actively looks for ways to **improve efficiency and workflow** across every project, including leveraging AI and emerging tools to streamline processes, reduce friction, and accelerate creative output without sacrificing quality or craft.

Rich helps brands move from static to magnetic.

I'm looking forward to connecting!



Rich Silivanch
Creative, Brand and
Marketing Director

rich@silivanch.com
646 894 3107

Personal Portfolio under
gratitudebrandlab.com





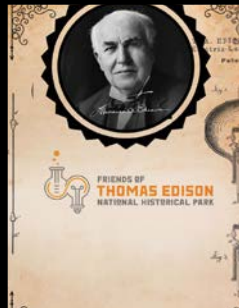
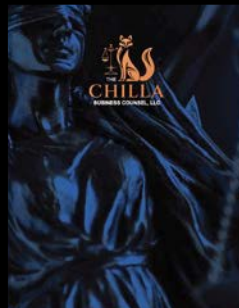
CROSS MEDIUM EXPERTISE



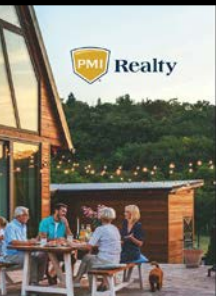
STARTUP TO ENTERPRISE



CREATIVE STRATEGY



CLEAR COMMUNICATION



PIXEL PERFECT EXECUTION



BEST OF CLASS BRANDS