

STEVE VAN WORMER

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CREATIVE DIRECTOR | CONTENT CREATOR | CREATIVE MARKETING SPECIALIST

Energized by dynamic fast-paced environments, ambitious ideas and impactful digital storytelling.

15+ years creative marketing expertise leading teams, developing and executing campaigns. Experience in agency, network and non-profit environments establishing the overarching strategy for numerous multiphase branding, broadcast and OTT campaigns.

Supported some of most valuable global brands and franchises in media, sports & entertainment: Disney/Pixar, Ellen, FIFA World Cup, Bellator MMA, The Masked Singer, The Simpsons, Family Guy, NFL, MLB, NASCAR, James Bond, Harry Potter, Toyota, Judge Judy, Pizza Hut, Kelly Clarkson, Dr. Phil, Geico, USFL.

Known for an all-in collaborative 360° approach of creating content that may be off-brief but is always on point.

EXPERIENCE

2021 – PRESENT

PRINCIPAL, CREATIVE DIRECTOR, WORMONTHEWEB. INC.

Creative Marketing and Audio & Visual Production Services. Content Creator | Podcaster | Copywriter who has supported some of most valuable global brands and franchises in media, sports & entertainment.

[Online Portfolio](#) (All content written/produced and/or creative directed by Steve Van Wormer)

2021 – 2022

CREATIVE DIRECTOR (ELLEN), STUDIO CITY/PXL

Responsible for all aspects of daily on-air promotions and sweeps packages from inception through delivery for Ellen's historic farewell season. Leveraged and empowered a creative team of designers, editors, audio engineers and production coordinators. Attended nearly 200 daily tapings. Collaborated on creative strategy and script with Telepictures Executives for each episode promotional package.

2014 – 2020

SENIOR WRITER / PRODUCER, FOX SPORTS MARKETING

Partnered closely with internal cross functional leaders (production, operations, brand, digital, legal, affiliates, programming and marketing) to both define a vision and create video, streaming, OTT and OOH content for a multitude of high-profile sports and entertainment properties: NFL (Super Bowl), MLB (World Series), NASCAR (Daytona 500), FIFA World Cup, FIFA Women's World Cup, WWE, UEFA Champions League, PBC, UFC, and U.S. Open. Developed overarching creative strategies, positioning and key creative AV materials from creative conceptualizing to seeing the campaigns remained consistent across all consumer touchpoints. Creative lead on numerous custom campaign shoots. Experience with interviewing and working with A-list talent with an ear for the editing process.

2011 – 2014

CREATIVE MANAGER, FOX SOCCER

Managed the on-air promotion creative team at FOX Soccer, FOX Soccer Plus and FOX Deportes to deliver cross platform, cohesive marketing campaigns that built brand awareness, drove subscriptions and tune-in. Oversaw all aspects of marketing, OOH, social, digital, radio, and video creative services. Collaborated with a nimble team of avid editors, audio mixers, GFX designers and VO talent. Tasked with the highest profile series launches, marquee LIVE events, sweeps radio, upfront presentation and sizzle reels. Supervised external agencies in developing award winning AV, key art, tool-kit, digital content, high-impact creative shoots and experiences.

2010 – 2011

PRINCIPAL, CREATIVE DIRECTOR, TRAILEROPOLIS

Managed a creative staff of 10. Developed end to end content strategy to overhaul MGM's digital film library. Created streaming content, trailers and digital banners for 29 award winning films to better monetize MGM titles across streaming content providers. Owned and managed the overall delivery of creative campaigns including timeline management and oversight of production budget.

2010 – 2010

SENIOR PRODUCER, FOX

Created and collaborated on FOX Network's highest priority series launches, episodic and radio sweeps campaigns. Partnered with FOX leadership to define a vision and content strategy, as well as execute on the strategy. From initial ideation and creative concepting through production and campaign execution, worked seamlessly across all types of programming: comedy, drama, reality and LIVE events.

2009 – 2010

CREATIVE LEAD (THE DR. PHIL SHOW), TRAILER PARK

Managed a creative staff of 7. Responsible for the production and finishing of daily episodic TV and radio promotions for The Dr. Phil Show. Attended daily tapings. Collaborated on creative strategy with Executive Producer and Dr. Phil for each episode promotional package.

2008 – 2009

SENIOR PRODUCER, MYNETWORKTV

Oversaw all aspects of on-air promotion for 20th Television's MyNetworkTV. Tasked with the highest profile series launches, sweeps radio, upfronts, episodic promotions and custom video shoots. Led senior management relations and approvals throughout post-production process.

2007 – 2009

SENIOR PRODUCER, TELEPICTURES

In-house freelance producer for TMZ & Extra. Wrote, developed, pitched, and directed creative concepts for daily syndicated promos and radio spots. Oversaw multiple daily video feeds, creation of sweeps contests and numerous radio promotions.

1999 – 2007

CREATIVE CONSULTANT/PRODUCER, MOCEAN

Developed network TV series launch campaigns, theatrical teasers, trailers, TV spots, radio spots, network branding, special shoots, webisodes, interstitials and digital AV campaigns. Dove into seas of footage and scripts and emerged with clutter busting 360° campaigns across all genres.

EDUCATION

1992

B.A. TELECOMMUNICATIONS, MICHIGAN STATE UNIVERSITY

Key creative in establishing "The Show," the nation's longest running college sit-com. Wrote, Produced and Acted in this award winning sketch comedy series from MSU Telecasters.

VOLUNTEERING

2015 – PRESENT

PHAWARE GLOBAL ASSOCIATION, CO-FOUNDER / DIRECTOR

phaware is a 501c3 non-profit, dedicated to engaging the global pulmonary hypertension community. Manage awareness & advocacy content creation team. Developed multi-media extensions with impactful calls to action. Executive Producer of a global bi-weekly podcast series "[I'm Aware That I'm Rare: the phaware@ podcast](#)" (400+ episodes / 110+ countries).

2021 – PRESENT

PULMONARY HYPERTENSION ASSOCIATION, BOARD TRUSTEE, CREATIVE MARKETING LEAD

Developed a series of social-forward PSAs that aired across national TV and radio networks. Led a creative team that translated and deployed digital awareness content to 55 non-profit organizations across the globe.

2000 – PRESENT

MICHIGAN STATE UNIVERSITY, ALUMNI VOLUNTEER

Volunteer for various MSU Alumni Association & Spartans In Hollywood student networking events.

WRITING

- Hanna/Barbera Animation Writers' Workshop
- The Groundlings School
- Warner Bros. Television Writers' Workshop

PROFICIENCY

- Pro Tools / Final Cut Pro / Avid / Frame.io
- G-Suite / iWork / Microsoft Office