



## Jaime Levy: ITP's *Enfant Terrible*

**CEO, Electronic Hollywood**

While Jaime Levy is CEO of Electronic Hollywood, which creates original content and interactive advertising for the Internet, she also "specializes in design irreverent multimedia for low bandwidth distribution." Among her disk-based productions are *Cyber Rag* and *Ambulance (An Animated Novel)*. Her landmark piece is *Cyberslacker*, the first full-screen, ten-minute streaming cartoon for the Web [visit <[cyberslacker.com](http://cyberslacker.com)>]. Levy says of her professional links to the sphere of digital education, "Am I tied to academia? I'm totally tied to academia. I'm a huge believer in the Red Burns school. Everyone I hire comes directly out of the NYU ITP. Everyone. I did, and they know this. That way I can insure complete and utter brand loyalty."

Above: Still from Jaime Levy's *Cyberslacker*. Below: Mastering the overt subliminal, Electronic Hollywood's home page.

CONTENT



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The Content of Content

K2 Design, Razorfish, Funny Garbage, Electronic Hollywood, Studio Archetype, and Organic talk branding, content creation, talent pools, and payoffs