

# Evan Yarbrough

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## EXPERIENCE

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### Startup Creative Director - *Punzle*

2017

- Create intellectual property including Punzle's style guide, marketing brochure, and contract for event photography
- Produce marketing and social media content including the Punzle landing page, event photography, and Punzle interview videos, which generate Punzle's highest organic traffic

### Digital Media Consultant - *SystemX Media*

2017

- Developed strategy to use unreleased content to launch the company's social media presence
- Carried out updates to a teaser website before being sent to potential investors
- Provided summary and feedback of a script to find areas of improvement, this coverage was then sent out with other information about an up coming project to potential investors

### Media/Technology Coordinator - *Minerva Consulting*

2015-16

- Produced videos, graphic designs, and motion graphics for client social pages and for events that featured Amal Clooney and Anne-Marie Slaughter
- Managed a team of up to five creatives, while coordinating with accounts and vendors to deliver the proper content and information on time
- Developed internal structures to improve company organization and efficiency

### Color Force – Production/Development Company

2014

#### Writers Room Intern

- Earned a move into the writers room to assist in research and to organize story development of the show bible for FX's *American Crime Story: The People v. O.J. Simpson*

#### Development Intern

- Prepared coverage, project feedback, and research documents for producers
- Covered assistants' desks and maintained internal logs

### Development Intern - *Virgin Produced*

2014

- Assisted in the development process with script coverage, project feedback, and research
- Served as the first point of contact for all guests and employees, and helped to meet their needs
- Created and curated digital content for Virgin Produced's social media outlets

### Producer – *TSTV and Cannes Film Festival Marché Du Film*

2010-12

- Established face to face relationships with customers at the 2012 Cannes Marché Du Film
- Produced live studio sports programming, including segments and the entire graphics package
- Engineered sports productions including live regional broadcasts and a high school football documentary

## SKILLS & EXPERIENCE

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Software: Adobe CS / Microsoft Office / Avid / Pro Tools / Google Suite

Social Media: WordPress / Twitter / Facebook / Instagram / LinkedIn / Reddit / Imgur

Other: Basic Frontend Web Development / General IT Services / Produce Videos & Graphic Designs

## EDUCATION

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The University of Texas at Austin

GPA: 3.8

BS, Radio-Television-Film with High Honors