



EVAN MACK

PROFILE SUMMARY

Highly accomplished professional with extensive experience in content creation, production, and strategy. Skilled in ensuring proper talent release forms are signed, organizing and backing up files, and collaborating with marketing teams to design visually appealing marketing assets. Proficient in creating storyboards and concept maps, as well as analyzing digital engagement metrics to optimize content performance. Demonstrated ability to define video concepts, manage all phases of video production, and evaluate analytics to measure the impact of video content. Experienced in developing and implementing digital marketing strategies across multiple platforms, planning and strategizing social content, and analyzing campaign data to optimize performance. Adept at building relationships with cross-functional partners and staying up-to-date with digital marketing trends and technologies.

CORE COMPETENCIES

- Proficient in content creation, including talent release management and file organization.
- Skilled in collaborative marketing efforts, designing visually engaging assets, and implementing digital best practices.
- Experienced in content strategy development, including storyboarding, concept mapping, and cross-functional collaboration.
- Strong analytical abilities, capable of monitoring digital engagement metrics and optimizing content performance.
- Knowledge of Final Cut Pro and Avid News Cutter XP editing technology is a definite plus.
- Ability to work with a multitude of people and personalities while maintaining a professional work environment.

EXPERIENCE

On Air Talent

Aug 2023 – March 2024

FanDuel - Los Angeles, California, United States

- Analysed and interpreted technical aspects of sports events for a diverse audience.
- Presented insights into betting strategies and odds calculation in a clear and engaging manner.
- Utilized digital media tools for content creation and dissemination.

Achievements:

- Provided in-depth analysis of technical aspects of sports, enhancing audience understanding.
- Developed engaging content on betting strategies, increasing viewer interest and participation.
- Leveraged digital media skills to enhance content delivery, resulting in improved viewer engagement.

Podcast Producer

Dec 2022 – March 2024

Audacy Inc. - United States

- Conceptualized and produced podcasts focusing on technical aspects of various topics.
- Managed podcast production process, ensuring high-quality and technically accurate content.
- Utilized audio editing tools and software to enhance podcast production value.

Achievements:

- Produced podcasts covering technical topics, attracting niche audiences.
- Oversaw production process, delivering technically accurate and polished episodes.
- Enhanced podcast quality through proficient use of audio editing software, resulting in positive listener feedback.

Product Trainer and Game Show Host

November 2023 - March 2024


Las Vegas Sands Corp. | Metropolitan Area

- Conduct live and recorded product training sessions for internal and external customers, ensuring a high level of entertainment.
- Maintain a consistent pace with customers, ensuring continuous gaming action.
- Comply with Company policies, procedures, and applicable gaming regulations, reporting any irregularities.
- Provide feedback and recommendations to product developers on improving the gaming experience.

Achievements:

- Orchestrated engaging and informative training sessions for diverse audiences, resulting in increased product understanding and customer satisfaction.
- Ensured seamless gaming experiences for customers by maintaining a high level of concentration and skill in teaching various game modules.
- Collaborated with product development teams to implement enhancements based on customer feedback, resulting in improved product quality and user experience.
- Facilitated re-training sessions to enhance trainees' skills and improve overall work quality.
- Assisted in updating and maintaining training materials, ensuring accuracy and relevance for ongoing training sessions.

CONTACT

 702-885-2493

 Los Angeles Metropolitan Area

 <https://www.evanthomasmack.com/>

 <https://www.linkedin.com/in/evantmack/>

SKILLS

- Content Creation
- File Organization
- Marketing Collaboration
- Visual Design
- Storyboard Design
- Brand Awareness
- Creative Marketing
- Data Analysis
- Trend Identification
- Relationship Building
- Digital Engagement
- Video Production
- Analytics Evaluation
- Marketing Strategy
- Campaign Analysis
- Cross-Functional Collaboration
- Social Media Management
- Strategic Planning
- Community Engagement
- Tech Innovation

REFERENCES

Available upon request.

Game Show Host

Dec 2022 – March 2024

Switchboard Games – Seasonal - Remote

- Hosted interactive game show sessions with a focus on technical challenges and puzzles.
- Developed technical game show concepts, questions, and scripts.
- Utilized video editing and graphic design skills to enhance the technical presentation of game shows.

Achievements:

- Engaged participants with technically challenging game show sessions.
- Crafted innovative game show content incorporating technical themes.
- Produced visually appealing game show presentations through skilled video editing and graphic design.

Jan 2022 – March 2024

Broadcast Radio Specialist

ESPN – Contract - Bristol County, Massachusetts, United States

- Integrated technical content and digital media elements into radio broadcasts.
- Optimized radio broadcasts for digital platforms, ensuring technical compatibility and quality.
- Engaged online audience through technical content, social media, and interactive features.

Achievements:

- Successfully integrated technical content into radio programming, enhancing listener experience.
- Optimized radio broadcasts for digital platforms, increasing online audience engagement.
- Fostered online community through technical content and interactive features, driving increased online interaction.

Feb 2022 – Feb 2023

Broadcast Journalist

The Channel Company

- Researched and reported on technical topics across various media channels.
- Produced technically accurate news reports and stories.
- Collaborated with technical experts to create compelling news content.

Achievements:

- Generated news stories on technical topics with high publication or broadcast rates.
- Produced technically accurate news reports, increasing audience trust and credibility.
- Received industry acclaim and awards for excellence in reporting on technical subjects.

Feb 2020 – Jun 2022

Production Assistant

Afterbuzz TV – Burbank, CA

- Assisted in the technical production of TV shows across various platforms.
- Coordinated technical aspects of show segments and red-carpet events.
- Utilized technical skills to enhance live broadcasts and video production.

Achievements:

- Contributed to the technical production of TV shows, resulting in increased viewership.
- Coordinated technical aspects of red-carpet events, enhancing brand recognition.
- Utilized technical expertise to ensure flawless execution of live broadcasts, minimizing technical errors.

Jun 2017 – Jun 2022

Host

- Researched technical topics for potential program features, enhancing viewer engagement.
- Collaborated with production and technical teams to streamline program production.
- Ensured smooth program schedule through adept delivery of content.

Achievements:

- Enhanced viewer engagement by featuring technical topics, increasing program popularity.
- Streamlined program production through effective collaboration with production and technical teams.
- Maintained program schedule adherence, ensuring consistent viewer experience.

May 2017 – Jun 2022

Producer

WWE Aftershow

- Developed scripts and oversaw production for WWE-related projects.
- Provided technical leadership to production teams to ensure high-quality content.
- Collaborated with directors on technical aspects of character and scene development.

Achievements:

- Delivered scripts for WWE projects, meeting deadlines with precision.
- Provided technical leadership resulting in top-notch content creation.
- Ensured effective communication with directors, leading to cohesive character and scene development.

Apr 2017 – Apr 2022

Red Carpet Host

- Served as red carpet host for various events, focusing on technical aspects of interviews.
- Conducted interviews with celebrities covering technical topics related to lifestyle and fashion.
- Maintained professional demeanour on air and during interviews, showcasing technical expertise.

Achievements:

- Successfully hosted red carpet events, providing technically insightful interviews.
- Conducted interviews covering technical aspects of lifestyle and fashion, attracting viewers.
- Earned positive feedback from viewers and guests for technical proficiency during interviews.

2017 – 2022

Creative Director

Mad Mack Entertainment

- Cultivated a creative environment conducive to technical innovation.
- Managed technical projects for high-profile clients, ensuring quality and deadlines.
- Achieved high client satisfaction through approval of final deliverables.

Achievements:

- Boosted team productivity through a focus on technical innovation.
- Successfully managed technical projects for high-profile clients, meeting deadlines and budgets.
- Maintained high client satisfaction through the delivery of quality technical solutions.

On Air Personality (Part-Time)*Sep 2019 – 2021**WWE*

- Presented technical WWE news and reports, ensuring accuracy and relevance.
- Conducted interviews with talent, providing technical insights into their work.
- Researched technical topics to maintain the highest level of accuracy for the show's content.

Achievements:

- Delivered accurate and technically informed WWE news reports, keeping viewers updated.
- Provided technical insights during interviews, enhancing viewer understanding.
- Ensured the technical accuracy and relevance of show content through thorough research.

On Air Personality (Full-Time)*Sep 2019**WWE*

- Read and delivered technical WWE news and reports, keeping viewers informed.
- Conducted interviews with talent, focusing on their technical achievements and events.
- Researched technical topics to provide accurate and insightful content for the show.

Achievements:

- Delivered technically accurate WWE news reports, maintaining viewer engagement.
- Provided in-depth insights during interviews, showcasing technical knowledge.
- Ensured the technical integrity of show content through diligent research.

On Air Personality*Sep 2019**(WWE – The Bump) | WWE*

- Moderated technical panels and discussions, ensuring coverage of all relevant topics.
- Conducted interviews with talent, focusing on their technical contributions.
- Researched technical subjects to facilitate informed discussions and interviews.

Achievements:

- Effectively moderated technical panels and discussions, ensuring comprehensive coverage.
- Conducted insightful interviews with talent, highlighting their technical expertise.
- Provided valuable technical insights, enhancing the quality of discussions and interviews.

Production Assistant (Full-Time)*Jan 2020 – Aug 2021 & Jun 2019 – Sep 2019*

- Assisted in technical aspects of wardrobe preparation and show segment coordination.
- Supported technical aspects of sales activities and client engagement events.
- Collected and organized technical information for client meetings and prospective accounts.
- Achievements:
 - Provided technical support for wardrobe preparation and show coordination, ensuring smooth operations.
 - Contributed to technical aspects of sales activities, leading to increased client engagement.
 - Efficiently managed technical information for client meetings, facilitating successful account acquisitions.

**EDUCATION****Master of Arts – New Media Journalism | 2021 - 2023***Full Sail University*

- The New Media Journalism master's program combines traditional journalism with interactive media, emphasizing technology's role in enhancing storytelling, offering courses in digital newsroom management, multimedia reporting, and ethical considerations in the digital realm.

Bachelor of Science – Broadcast Journalism | 2018 – 2020*Full Sail University***INTERESTS & ACHIEVEMENTS**

- Creating a Positive and Healthy Work Environment – LinkedIn Mar 2020
- Association of College Honour Societies – National College of Collegiate Scholars July 2019
- Premiere Pro 2019 CC
- Marketing Your Professional Service – Lynda.com
- Producing Podcasts – Lynda.com
- Red Carpet Certification – Afterbuzz TV
- Member of The Television – ACADEMY 2019

**CERTIFICATION**

- Adobe Creative Suite
- Microsoft Office
- Final Cut Pro