

Evan Pollock // LA, CA // evanmpollock@gmail.com // 310.880.4881
www.evanpollock.com

My passion is working with leading global brands and cultural trendsetters to create extraordinary experiences, scalable, branded content and deep strategic marketing plans that span the digital and tactile landscape. A powerful combination of creative thinking, leadership and a deep production background make me uniquely qualified to inspire a team of partners on both sides of the client/vendor relationship to bring a shared vision to life.

EXPERIENCE

Freelance Executive Producer & Creative Director (LA, CA)

April 2020 - Present

- Acting as Director of Creative Marketing, designed and executed creative marketing plans for brand launch in the Cannabis space, leveraging brand partnerships, original content and social media to introduce new products and collaborations
- Working with major LA sports stadium to concept and design COVID-friendly festival creative for upcoming season and theatrical film premieres
- Acting as creative liaison for Dutch technology brand bringing AR/VR sport experience stateside and created a full executable marketing plan for roll-out and fan adoption
- Partnering with Swiss Street Art Festival to recreate multi-day festival and scalable content for partner broadcasts and digital integration
- Directing & Producing branded content for art distribution start-up

Wasserman Media | Integrated Creative Director - AT&T Account (LA, CA)

September 2018 - April 2020

- Drove creative direction, ideation and marketing execution for Fortune 100 clients including AT&T, and Wells Fargo. Developed RFP responses, presales and pitches for prospective business and was dedicated to AT&T's Sponsorships and Experiential Marketing account leading a team of 7 across two offices
 - Conceived, pitched and produced [360° including events](#), original branded content, experiential activations and immersive digital experiences pushing the highest standard of creative excellence on behalf of clients and integrated Business Units
 - Liaised and acted as conduit for external creatives, internal stakeholders and clients throughout the entire strategy and briefing process
 - Responsible for concept, development and final production of successful experiential activations such as [Pose with the Pros](#) in AT&T Stadium, Dallas
 - Handled holistic creative experiential marketing, content and execution for events and properties including AT&T Stadium, Tribeca Film Festival, Byron Nelson Golf Tournament, NCAA Final Four and College Football Playoffs, among others
 - Hired and led integrated agency team consisting of Designers, Art Directors, Copywriters and Associate Creative Directors to develop original creative executions for a variety of channels around major national events and people of interest in the sports and entertainment landscape
 - Worked hand-in-hand with operational partners, vendors and sponsors to develop and implement systems for content, experiential and marketing projects, and adhere to strict process guidelines for continued delivery of client assets on brand, on budget and on time

Pandora | Creative Lead / Senior Creative Strategist - Brand & Content Creative (Oakland, CA)

June 2014 – August 2018

- Led brand creative and program management for Pandora's original weekly podcast, [Questlove Supreme](#). This includes on-platform execution, overall program creative strategy, guest booking and marketing plan development and production
 - Hosted by Ahmir "Questlove" Thompson, guests have included Usher, Maya Rudolph, Chris Rock, Q-Tip, Chaka Khan, Too \$hort, Biz Markie, Solange and many more
 - Approaching it's third season, evolutions to format, guest booking and marketing have resulted in 7m total listeners with 70 percent of those listeners returning each week

- Concepted, directed and produced multiple on-air creative audio productions including podcasts, artist promotions, original exclusive content and talent-led
- Devised creative strategy, social media extensions, video production and directed on-air talent for livestream and live-recorded content for festival partnerships, Pandora franchise events and individual concerts with top-tier recording artists, highlights include:
 - [Pandora @ SXSW 2017](#): Livestream garnered over 2 million total listeners and featured on-air commentary from Phonte Coleman, Kat Graham, Beatie Wolfe & Andrew WK as well as interviews with T.I., Future Islands, Young M.A, Low Cut Connie and The Lemon Twigs
 - [Pandora Summer Crush](#): 4k event attendees with an additional 600k tuning in via the livestream co-hosted by social media influencer [Meredith Foster](#)
 - [Metallica, live at US Bank Stadium](#): Livestream garnered 1.8m listeners - Pandora's largest livestream audience - and contributed to Metallica selling 3m albums worldwide
- Developed creative concepts and work directly with top-tier talent to produce social media video content and off-platform experiences including Pandora's annual holiday event [Sounds Like You 2017](#). This event garnered over 5k attendees who enjoyed live performances by Sza, Ty Dolla Sign and Post Malone and interacted with brand activations from Spectrum, Glade and HGTV
- In partnership with Pandora's ad sales team, led creative strategy for advertising campaigns that resulted in key lifts in engagement and sales for brands. Examples include [Toyota Sessions](#), a multichannel campaign that featured a branded Pandora station and live performances from artists like Andy Grammer at Toyota Sessions branded events

Rooftop Comedy | Senior Audio Producer

November 2013 - June 2014

- Oversaw creative, editorial and curation for digital comedy content operation - Rooftop Comedy - concepting and producing live and recorded events and original digital comedy content for multiple platforms
- Casted and hired talent for a series of scripted programs and podcasts developed for TV, web and streaming channels
- Wrote original narrative and comedy podcasts for digital publishers

Indigo Pictures | Senior Producer

April 2012-November 2013

- Produced show creative for independent television broadcast operation - Indigo Pictures- on multi-season, multi-episode programs
- Researched storyline and interviewed subjects for ongoing show development

EDUCATION

M.A. Digital Media Studies

University of Denver
Denver, Colorado

Honors: One of two to receive an admissions scholarship for this elite program

B.S. Television / Radio

Concentration: Audio Production
Ithaca College
Ithaca, New York

REFERENCES PROVIDED UPON REQUEST