

EVAN MORRIS

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KEY SKILL

Dynamic producer with 10+ years in creative production and 5+ years managing creative projects for global SaaS, sports, and entertainment brands. Fervent about uniting teams to push creative boundaries and drive excellence.

Creative Project Management • Resource Management • Cross-Functional Collaboration • Creative Operations Strategy • Workflow Prioritization • Fast-Paced Strategy • Stakeholder Communication • Attention to Detail • Creative Excellence • Process Optimization

PROFESSIONAL EXPERIENCE

STN DIGITAL

Creative Producer (Contract)

Senior Creative Project Manager

Creative Project Manager

San Diego, CA

Aug 2024 – Present

Dec 2023 – Aug 2024

Oct 2022 – Dec 2023

Created best-in-class video, graphical, & live content for the world's biggest sports and entertainment brands in a fast-paced environment. Directed teams of social media managers (SMM), editors, designers, and copywriters, demonstrating an ability to boost profitability, build comprehensive creative briefs, optimize processes, deliver high-volume creative output, and foster team development.

- Directed project strategy for \$3.3M+ in top annual contracts, including Netflix, Amazon Prime, Fox Sports, and Indiana Pacers.
- Boosted annual profit margin from 65% to 72%, exceeding target by 7 percentage points and reducing costs by over \$227,500.
- Streamlined pricing for 100+ annual new/renewal contracts using templated models and algorithms, halving calculation time.
- Orchestrated cross-departmental teams, including SMMs and creatives, to cut production costs by 20% and speed timelines by 33% via optimized workflows, risk management, and technical creative strategy.
- Produced 1000+ video and graphical content projects for sports and entertainment, including live events coverages for clients that include Hulu, Peacock, UA, SAG, CMA, Green Bay Packers, Philadelphia Phillies, and more.
- Created training procedures and strategies to optimize cross-functional workflows for 10+ staff, enhancing efficiencies.
- Led night/weekend/holiday shifts, boosting creative capacity and capabilities by growing contractor network 30%.

WHM CREATIVE

Project Coordinator

Oakland, CA

Jun 2021 – Oct 2022

- Managed production on \$1.5M+ in rebrand, product marketing, and awareness campaigns for clients like Apple, Dropbox, and Cisco, ensuring seamless execution and brand alignment.
- Orchestrated executive-level meetings to update CEO and CMO clients on project specifics, delivering concise, actionable insights that enhanced decision-making efficiency.

LAUNCH FACTORY

Video Production Manager

San Diego, CA

Jan 2020 – May 2021

- Produced, shot, and edited a network of 10+ digital commercials along with cutdowns, boosting program engagement by 350%.
- Directed video operations and developed the company's digital marketing strategy, establishing a scalable creative framework.

NEW EVOLUTION VIDEO

Production Assistant

San Diego, CA

Feb 2019 – Dec 2019

- Supported president with production tasks, mastering project management while producing BTS videos on 10+ shoots.

EDUCATION

SAN DIEGO STATE UNIVERSITY

BS in Marketing – Specialization in IMC, Minor in Television, Film, and New Media

San Diego, CA

2017 - 2021

- Activities: AKPsi – Professional Business Fraternity, SDSU Film Society, Club Water Polo, Kappa Sigma Fraternity

ADDITIONAL INFORMATION

- Technical Skills: Adobe Creative Suite, Avid Media Composer, Da Vinci Resolve, Final Cut Pro, Microsoft Office, Asana, Wrike, Figma, Frame.io, ChatGPT, Grok, Midjourney, Runway, DropBox, Box, G-suite
- Awards: Eagle Scout – BSA, Dean's List Honors '20 & '21, Lark Film Festival 1st & 3rd Place, MSA Film Challenge 1st Place