

# EVAN BERENSON

Content Creator | Brand + Marketing

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Boston, MA   
LinkedIn   
Portfolio 

## MY CAREER

Creative marketing leader with 25+ years in multimedia content creation and omnichannel brand strategy. I manage high-performing creative teams and integrated marketing initiatives, serving as primary project lead on large-scale, high-visibility campaigns. My specialties include content development, strategic planning, project management, and production execution.

## MY EXPERIENCE

### EXECUTIVE PRODUCER

 2019 – Present

CBS Stations | Boston, MA

- Drive creative vision for brand marketing initiatives, producing high-impact content that elevates station identity and client results across broadcast, digital and social media.
- Lead and mentor cross-functional creative teams and external agencies to deliver cohesive omnichannel campaigns, growing station viewership across key demographics.
- Executive produce, write, and direct 26-episode season of the regional lifestyle series *New England Living*, leading the show to an Emmy Award for *Best Magazine Program*.
- Year-over-year growth in audience engagement and digital interaction resulting in over one million annual broadcast views and over 200,000 digital views.
- Oversee all production staffing, timelines, budgets, magazine affiliations, and client partnerships, including Marvin, Kohler, Coldwell Banker, and other regional sponsors, leading to increased marketing reach and growth of larger brand marketing initiatives.
- Final oversight of all broadcast, social and digital production for *New England Living*.

### SENIOR PRODUCER

 2015 – 2019

Weber Shandwick | Boston, MA

- Led the Boston video practice, guiding a high-performing production team and elevating creative output for clients across multiple industries, including Fortune 500 brands, universities, healthcare providers, financial institutions, sports franchises and retail.
- Developed and pitched compelling concepts for live-action, animated, and motion-graphics content that supported large-scale integrated campaigns.
- Oversaw end-to-end creative production and budget management, ensuring brand consistency, on-time delivery, and measurable performance results.
- Partnered with global clients to drive digital audience growth and increased engagement, contributing to expanded campaign reach and digital viewership.
- Managed and led all elements of content production from concept to completion.

## **BRAND MANAGER**

 2011 – 2015

WSBK-TV38 | Boston, MA

- Directed the development and execution of brand strategy, strengthening station identity and driving audience growth for one of Boston's legacy TV brands.
- Created fully integrated marketing campaigns across broadcast, digital, and social platforms, contributing to year-over-year ratings growth for the station.
- Produced, wrote, edited, and directed high-volume promotional content across broadcast, digital, radio, and print, aligning with evolving brand and market needs.
- Led several award-winning marketing initiatives and digital campaigns resulting in increased broadcast viewership, digital engagement, and social media followers.

## **WRITER + PRODUCER + EDITOR**

 2004 – 20011

CBS Boston | Boston, MA

- Wrote, produced, and edited promotional campaigns across multiple broadcast and digital formats while ensuring consistent messaging and compelling storytelling.
- Developed visually engaging packages using advanced editing techniques, graphics, and sound design to amplify reach and elevate viewer engagement.
- Managed end-to-end production for affiliated programs and live events in support of network and station-wide initiatives and ratings goals.

## **MARKETING & PROMOTIONS COORDINATOR**

 2001 – 2004

WLWC-TV | Providence, RI

- Produced community-forward events, promotions, and outreach initiatives that strengthened the station's local presence and on-air brand.
- Built and presented media partnership proposals and sales marketing strategies that expanded revenue opportunities.

## **MY AWARDS**

8 Emmy Awards | 3 Telly Awards | 2 Promax Promotion and Marketing Awards |  
Sony Pictures Television National Marketing Award | CW Marketing Excellence Award

## **MY EDUCATION**

**Tufts University** | Medford, MA

**Phillips Exeter Academy** | Exeter, NH