

EVAN BERENSON

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SUMMARY

Creative leader and storyteller with over 20 years specializing in multimedia content creation and brand strategy. Manages high-performing teams on a range of integrated marketing and production initiatives, functioning as lead executive producer on large scale and high visibility projects across multiple platforms including television, digital, social, radio, print, photography, experiential, podcast, and live events. Directs budgets, timelines, external vendors and partners.

EXPERIENCE

Executive Producer | Fusion4 Creative – Boston, MA 2019 – Current

- Principal writer and creative content producer for CBS Station Group clients and partners
- Lead internal creative teams and external partners on projects across omnichannel
- Showrunner for Emmy Award-winning lifestyle series “New England Living”

Senior Producer | Weber Shandwick – Boston, MA 2015 – 2019

- Led Boston video practice including team of producers, editors and videographers
- Conceptualized and executed live-action, animated and motion graphic video content
- Oversaw entire production and post-production process from concept to final delivery

Brand Manager | WBZ-TV & WSBK-TV – Boston, MA 2004 – 2015

- Led creative development and execution of all communication and brand strategy
- Created fully integrated, cross-promotional sales, image and social campaigns
- Wrote, produced, edited and directed digital, print and broadcast media content

Marketing & Public Affairs Coordinator | WLWC-TV – Providence, RI 2001 – 2004

- Developed and directed station events, promotions and community outreach projects
- Designed and pitched local media partnerships and sales marketing opportunities

AWARDS

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

EDUCATION

Tufts University, Cum Laude

Bachelor of Arts: Communications & Media Studies