

EVAN BERENSON

Director of Content + Production

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ABOUT

Multiple Emmy and Telly Award-winning executive producer, creative leader and digital brand storyteller with 25+ years crafting and executing innovative visual content at scale for major media organizations, creative marketing agencies, and global brands.

EXPERIENCE

EXECUTIVE PRODUCER

Paramount / CBS Stations | Boston, MA

2019 – Present

- Own the creative vision, content strategy, and execution for large-scale brand marketing and video initiatives across broadcast, digital, streaming, and social platforms.
- Lead and scale cross-functional creative teams (copywriters, designers, editors, freelancers) and external agencies to deliver cohesive omnichannel campaigns.
- Executive produce and direct annual 26-episode seasons of the Emmy Award-winning lifestyle series *New England Living*, overseeing end-to-end production, creative, editorial standards, production workflows, and brand alignment.
- Drive sustained audience growth exceeding 1M+ annual broadcast views and 200K+ digital views, expanding reach across owned and social platforms.
- Oversee content budgets, staffing models, production timelines, and high-value sponsor partnerships, aligning creative output with business and revenue goals.
- Research and implement AI-powered tools and workflows to optimize production efficiency.

SENIOR PRODUCER

Weber Shandwick | Boston, MA

2015 – 2019

- Led the Boston office's video production practice, serving Fortune 500 brands, higher education, healthcare, sports, and financial services clients.
- Developed content strategies and pitched live-action, animated, and motion-driven video for integrated, multi-channel marketing campaigns.
- Owned full production lifecycles — from creative concept and scripting through budgeting, production, post-production, and final delivery.
- Partnered with account, strategy, and creative leadership to drive measurable audience engagement and brand growth through authentic storytelling.
- Built and managed high-performing creative teams, improving production quality, consistency, and delivery speed across concurrent projects.

BRAND MANAGER

WSBK-TV | Boston, MA

2011 – 2015

- Owned brand positioning, creative direction, and content strategy for a major Boston television station.
- Designed and executed integrated broadcast, digital, and social campaigns that delivered consistent year-over-year ratings growth.
- Produced and directed high-volume video content aligned with audience insights, programming priorities, and market trends.
- Led award-winning marketing and digital initiatives that increased viewership, brand affinity, and social engagement.

WRITER / PRODUCER / EDITOR

ViacomCBS | Boston, MA

2004 – 2011

- Created broadcast and digital promotional content supporting network brands, programming launches, and special initiatives.
- Delivered visually compelling video using advanced editing, motion graphics, sound design, and storytelling techniques.
- Managed full-cycle production for special programming, live events, and cross-platform promotions.

MARKETING & PROMOTIONS COORDINATOR

United Paramount Network | Providence, RI

2001 – 2004

- Supported station marketing through community events, brand activations, and promotional campaigns.
- Developed partnership proposals and sales marketing materials that expanded revenue opportunities and local engagement.

AWARDS

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

EDUCATION

Tufts University | Medford, MA

Phillips Exeter Academy | Exeter, NH