

Evan Yarbrough

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EXPERIENCE

- Multimedia Creative, Innovations Team – Atos (*Breakaway Div.*)** 2020 – Present
- Spearheaded product conceptualization leveraging innovative AI tools and multimedia systems.
 - Architected the omnichannel learning hub on Microsoft Sharepoint Online, ensuring brand consistency and user-centric design.
 - Authored multimedia collateral that educates, retrains, and aligns with brand identity.

- Marketing Multimedia Designer - Atos** 2019 – 2020
- Championed brand management across North American marketing, sales, and internal communications. Producing content used in multiple \$100m+ bids, highlighting our client success stories, and for region-wide town halls.
 - Directed visual identity for the 2020 North American Sales Kickoff, overseeing a design team and ensuring brand compliance.
 - Pioneered a micro-podcast model, elevating Atos' digital presence and thought leadership.

- Creative Consultant - SystemX Media** 2015 – 2020
- Worked as a creative consultant on projects in development by workshopping ideas, editing teasers, and creating pitch content in video, graphic design, and web.
 - Penned the script coverage used by the production company and film investors; also, provided notes on various iterations of the feature's script to writers
 - Developed UX/UI experience, wireframe concept, and pitch materials for start-up and entertainment ventures

- Multimedia Designer (Contract) - Music Audience Exchange** 2018
- Contributed to and consolidated deck used by the sales team to pitch business products and services to clients including Coors Light, Ford, Moroch, McDonald's, and MoneyGram Intl.
 - Producer, editor, and motion designer for new sales/marketing video to tell the story of the company's business model to artists and brands
 - Developed the 'On the Record' series, strengthening brand-to-audience engagements and promoting digital products.

- Media/Technology Coordinator - Minerva Consulting** 2015 - 2016
- Led a team of creatives, producing digital and print assets on time events and campaigns in collaboration with key stakeholders.
 - Crafted motion graphics, videos, and digital assets for high-profile events for client social pages and events that featured Amal Clooney and Anne-Marie Slaughter
 - Developed content management strategy to improve organization and sharing efficiency

SKILLS & EXPERIENCE

Software: Adobe CC Suite (Premiere, After Effects, Illustrator, XD, Photoshop), Avid, Pro Tools, MS Office Suite, Google Suite.

Web Tools: Content Management Systems (Squarespace, Wordpress, Sharepoint), Anchor.

Expertise: Creative Direction/Strategy, UI/UX Design, Motion Graphics Animation, Video & Audio Editing, HTML Editing, Brand Consistency, Content Creation.

EDUCATION

The University of Texas at Austin

BS, Radio-Television-Film with High Honors