

# Evan Yarbrough

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(214) 717-7910 – [evan.yarbrough@utexas.edu](mailto:evan.yarbrough@utexas.edu) – [evanyarbrough.com](http://evanyarbrough.com)

## EXPERIENCE

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### **Creative Organizational Change Manager** – Atos

Aug. 2020 – Present

- Create engaging content that educates and retrains employees on new processes.
- Developed our new omnichannel learning design within the Microsoft Sharepoint Online platform to create a central hub for client learning/change management related content.

### **Marketing Multimedia Producer/Designer** – Atos

Mar. 2019 – July 2020

- Managed the Atos brand in the North American region for marketing, sales, and internal communications. Producing content used in multiple \$100m+ bids, highlighting our client success stories, and for region-wide townhalls.
- Lead all creative direction and content for the 2020 North American Sales Kickoff. Managing a team of designers to lay in content to my designs/templates for the event.
- Helped create a micro-podcast model to highlight our thought leadership in a new medium.

### **Multimedia Designer** – Music Audience Exchange

Feb. 2018 – July 2018

- Developed new animations, motion graphics, and graphic designs to explain company's business model to artists and brands
- Produced new 'On the Record' series, an interview and live recorded performance videos, that exposes artists to brands while promoting MAX's product offerings
- Maintain sales deck used to pitch business products and services to clients including Dr. Pepper, Coors Light, Ford, Moroch, McDonalds, and MoneyGram Intl.

### **Digital Media Consultant** – SystemX Media

Oct. 2015 – Feb. 2019

- Created a rebranded teaser website in Squarespace for a feature project to pitch to investors; SystemX is currently finalizing pre-production for the \$2M feature film
- 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

### **Media/Technology Coordinator** – Minerva Consulting

Oct. 2015 – May 2016

- Managed a team of up to five creatives while coordinating with accounts and vendors to deliver the proper content and information on time
- Produced videos, graphic designs, and motion graphics for client social pages and events that featured Amal Clooney and Anne-Marie Slaughter
- Developed content management strategy to improve content organization

## ADDITIONAL EXPERIENCE AND VOLUNTEERISM

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### **TSTV Sports** – Graphics Producer

Aug. 2010 – July 2013

- Created all graphic assets for Texas Student Television's sports programming. Including a complete brand redesign of the graphics.
- Produced, directed, and shot episodes of our sports programming

## SKILLS & EXPERIENCE

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Software: Adobe Creative Suite / Microsoft Office / Avid / Pro Tools / Google Suite

Browser Based: BeePro / Squarespace / Wordpress / Webflow / Anchor / Sharepoint

## EDUCATION

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**The University of Texas at Austin**

GPA: 3.8

BS, Radio-Television-Film with High Honors