

Daniel Evans

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SENIOR VIDEO PRODUCER

Content Strategy | Project Management | Client Relations

Seasoned Senior Video Producer with experience leading end-to-end production of brand campaigns, promotional content, and social-first video for globally recognized clients including HBO, ESPN, and Comcast. Proven expertise in managing budgets up to \$5M, aligning creative vision with strategic marketing objectives, and delivering high-quality video content on time and within scope. Adept at collaborating across creative, marketing, and partnership teams to produce award-winning, audience-driven content. Skilled in vendor negotiations, team leadership and innovative storytelling that amplifies brand presence across digital platforms.

Core Competencies

- End-to-End Video Production - Creative Campaign Management - Budget & Timeline Oversight
 - Cross-Functional Team Leadership - Social Media Content Strategy - Vendor & Stakeholder Relations
 - Strong Interpersonal and Proactive Problem Solving Skills - Meticulous Work Flow Coordination
 - High-Volume Project Management - AI & Industry Tech Awareness - Avid Media Composer / Adobe Premiere Pro
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Professional Experience

Senior Video Producer / Editor / Writer (Freelance)

Various Clients: HBO, Epix, CBS Sports, Comcast SportsNet, LIV Golf, Digitas Health, DiD, MarketScale
Cinnaminson, NJ | 2007 – Present

- Successfully produced highly impactful brand campaigns, episodic series promotional material and social media content from concept through delivery for high-profile clients, ensuring creative excellence while meeting aggressive deadlines and budget requirements.
 - Developed and managed project timelines and budgets ranging from \$5K to \$5M, consistently delivering under budget and ahead of schedule.
 - Collaborated with creative directors, brand managers, and internal stakeholders to ensure alignment with marketing goals and brand messaging across digital and broadcast platforms.
 - Produced promotional content for flagship HBO properties such as *Game of Thrones*, *Succession*, and *The Last of Us*, resulting in increased viewer engagement and brand reach by over 30%.
 - Organized and maintained a digital content for HBO promotional campaigns, streamlining internal access and future reference needs.
 - Produced and edited the VFX/SFX segments for *The Making of The Last of Us* documentary, which has amassed over 1M views on YouTube.
 - Developed the organization and maintained the management for all of the Behind the Scenes Media for Game of Thrones seasons 5 through 8 as well as We Are Who We Are for HBO.
 - Wrote the copy, produced and provided the Voice-Over for the [ConsumerRX.com](#) 2022 Social media campaign.
 - Coordinated and updated the copy for the promotional shoot for the 2025 and 2026 seasons of LIV Golf.
 - Produced a video shoot of large promotional letters, being lifted by a helicopter and bolted on to the office building for Future Standard.
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Writer / Producer

ESPN, New York, NY | 2004 – 2007

- Conceptualized and produced topical on-air promotions for Sunday Night Football, Monday Night Football, The World Baseball Classic, The X-Games, Dream Job and more, aligning creative execution with ESPN’s branding and audience appeal.
 - Collaborated with the marketing team to ensure content met strict quality, standards and broadcast timelines.
 - Delivered fast turn around topical and affiliate promos and interstitials for ESPN Monday Night Football weekly while saving ESPN over a million dollars in duplication fees by working closely with NFL Films for footage delivery.
 - Wrote, produced and created the look for the entire SportsCenter 50 States in 50 Days on channel look for all shows and promos.
 - Produced and directed the Pontiac Game Changing Performance of the Year Award presentation which aired in the 2006 BCS National Championship Game on ABC.
 - Wrote and produced various sizzle reels and sales tapes for ESPN Sales team which resulted in millions of additional revenue for the network.
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Education

Bachelor of Liberal Arts and Sciences – Telecommunications

Kutztown University, Kutztown, PA

- Dean’s List Honors
 - Activities: Onscreen Talent (KU News), WRKU DJ, Resident Assistant
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Technical Proficiencies

Avid Media Composer, Adobe Premiere Pro, Adobe Creative Suite, Microsoft Office (Excel, Word, Outlook, Powerpoint), Google Suite, Dropbox, ChatGPT, Google Studio. MAC OS

Recent Work

<https://vimeo.com/danevans3rd>