

Evelyn Bevans

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WEBSITE AND SHOWREEL

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Skills overview

- Management, Strategy, business planning.
- Ad sales, sponsorship integration and in house agency experience.
- Director, Shooter, Producer
- Script/copy writing, video editing and graphics.
- Extensive experience in promo producing and video production.
- Proficiency with Avid and Adobe Premiere.
- Experience with After Effects, Lightroom and Photoshop.
- Social media marketing and content creation for all online platforms
- Live event broadcasting and live social media streaming events.
- Television broadcast and production.

Experience



JUNE 2019 -
PRESENT

SUPERVISING VIDEO PRODUCER

- Manage a team of video producers and freelancers for all editorial and branded output. Lead brainstorms, mentor producers, and give relevant creative notes and final approval on videos with team and other partners
- Set measurable performance goals and timelines for each member of my team that fit within the broader team and department goals
- Liaise with clients, respond to briefs and RFPS, pitch concepts and complete branded decks.
- Strategise and set up business goals for department to maximise revenue.
- Produce, shoot and edit editorial and branded videos.
- Provide strategy and KPI's for all video social platforms, YouTube, Facebook, Instagram, Twitter and TikTok
- Keeping up to date with all the latest social trends across all platforms and shifting business strategy when required. Observe viral trends on social platforms to make shareable and relatable content
- Manage budgets for department.
- Work closely with the business and content leads to keep the video department in line with overall business strategy.

DIGITAL CONTENT CREATOR



APRIL 2018 -
JUNE 2019

- Strategise and develop digital content activation plans for local productions.
- Manage junior and edit assists.
- Collaborate and liaise between marketing, publicity, promos and production to ensure all digital content and strategy is on brand.
- Create all online and social content for the entire duration of the production.
- Pitch ideas to Executive Producer and series producer for bespoke digital content.
- Script writing, shoot, light and record sound for all bespoke content as well as edit, grade and produce graphics.
- Produce and direct talent in the field.
- Manage and deliver all content to marketing and all online platforms.
- Manage and produce live social streams both at the Facebook Studios and various locations.

- Using the Shareablee platform, keep up to date with data and insights to be reactionary with content and strategies for future content ideation.



CONTRACT PROMO PRODUCER PREMIUM ENTERTAINMENT

JUNE 2017 -
APRIL 2018

- Edit promos using Avid and After Effects.
- Fast turn around content spots for various channels.
- Scriptwriting, editing and producing engaging promos for Drama, reality and comedy channels.
- Creation of social media content videos.
- Directing sound department and voice over talent.
- Liaising with the graphics department conceptualising graphics packages.



ABC

NOV 2017 -
DEC 2017

FREELANCE PROMO PRODUCER

- Edit promos using Adobe Premiere and Final Cut Pro.
- *Please refer to above information for tasks and duties*



PRODUCER ADVERTISING SALES AND BRAND PARTNERSHIPS

OCT 2016-
NOV 2017

- Develop creative proposal responses for all briefs received.
- Pitch integrated ideas to clients based on the budget.
- Develop relationships with agencies and clients to secure future projects.
- Create concept, pitch, write, produce, edit, direct and project manage production & for all integrated and sponsored content.
- Conceptualising new integrated asset opportunities for all channel groups and local production campaigns / sponsorships.
- Manage client timelines, expectations and budget.
- Developed shoots and TVCs within the client's budget.
- Edit production of sales reels, promo spots, competition spots, image spots, digital content series, billboards, interstitials, TV commercials, multi-view campaigns and other client-funded content.
- Arrangement of pre production elements including booking crew, talent, venue, location permits and call sheets.
- Directing production crew, voice over artists, sound engineers and Graphic designers to suit the promo specifications and brand.
- Maximise revenue for the channel by creating effective and efficient ways of production.



PROMO PRODUCER FOXTEL MOVIES

FEB 2013 -
OCT 2016

- Pitch, develop and create promotional campaigns based on creative & marketing briefs for Foxtel Movies and drama channel.
- Creative thinking, research and script writing of on air promotions, following creative brief and brand guidelines.
- Editing and sound design using Avid Media Composer.
- Directing and filming talent and promo shoots.
- Pre production requirements including call sheets, arranging talent, wardrobe, lighting and props.
- Directing Voice over artists, sound engineers and Graphic designers.
- Ensure all spots are editorially accurate and in accordance with brand guidelines and technical compliance for play out.
- Organisation of monthly allocation and workloads to ensure all deadlines are met accordingly.



JUNIOR PROMO PRODUCER LONDON OLYMPICS, FOXTEL
SECONDMENT POSITION WITHIN COMPANY

**MAY 2012 -
SEPT 2012**

- Creative thinking, research and script writing of on air promotions, following a creative brief and brand guidelines.
- Editing promos, directing Voice over, sound and graphics.
- Fast paced turn around as live stream of content is delivered.
- Work with production team in London to ensure content is being streamlined
- Write scrips and direct talent on promos shoots.
- Selecting Music, checking rights and music editing.
- Ingesting/ exporting footage, tapes and files.
- Completing file delivery for transmission.



CONTENT PARTNERSHIPS CO-ORDINATOR

**SEPT 2010 -
FEB 2013**

- Management and maintenance of the Head of Content Partnership's diary and all office assistant responsibilities

Achievements

OCTOBER 2015 - SILVER PROMAX FOR FAMILY MOVIES PROMO

JUNE 2015 - SEPTEMBER 2015 - STREET TV BEHIND THE SCENE PRODUCER

AUGUST 2014- OCTOBER 2014 - STREET TV PROJECT AT FOXTEL

*Street TV is a project working with underprivileged children from the Salvation Army Oasis charity, making short films, inspired by the ideas and concepts from the children

OCTOBER 2012 - PROMO PATHWAY COURSE

Won a competition to be part of the final 6 that completed a 4 month promo producer course.

Education

February 2016 - **AFTER EFFECTS BASICS** at Digistor

November 2015 - **AVID MEDIA COMPOSER ADVANCED** at Digistor

14th October 2012 - **CAMERA ESSENTIALS COURSE** at Metro Screen

15th Nov 2011- April 2012 - **PROMO PATHWAY COURSE** at FOXTEL

05 Sept - 14 Nov 2011 **PRODUCTION MANAGEMENT Course** at Metro Screen

2007-2004 - **BACHELOR OF ARTS DEGREE DRAMA AND THEATRE** at John Moore's University, Liverpool

Referrals

Please contact for referrals