

## Kristin Evanoka Arno

West Orange, NJ | 917-414-4213 | kevanoka@gmail.com | [www.KristinEvanoka.com](http://www.KristinEvanoka.com) |  
<https://www.linkedin.com/in/kevanoka-arno>

### Creative Director. Copywriter. Producer.

Extensive background in the television and streaming media industry. Knows the importance of telling authentic stories and finding a new perspective, delivering on campaign goals and strengthening brands across media. Conceptualizes and writes creative solutions for a multitude of clients, whether it's on-air, in print, social, digital or streaming. Focuses on infusing quality in all aspects of creative development and integration, with an innovative mindset.

### Key Skills

Copywriting | Creative Direction | Content Creation | Brand Marketing | Strategic Thinking  
Storytelling | Pitching | Project Management | Team Lead | Mentorship | Collaboration

### Experience

Paramount Global, New York, NY

November 2008 - February 2024

#### MTV Entertainment Group/Brand Creative

##### Associate Creative Director, October 2022 - February 2024

Oversaw creative direction from concepting, editorial, pitch, and execution across platforms for the network's biggest IPs and major tentpole events including The MTV Movie & TV Awards, CMT Music Awards, Jersey Shore Family Vacation, Teen Mom, The Challenge, RuPaul's Drag Race and more. Supervised team of in-house writer/producers and managed relationships with external vendors to produce best-in-class creative for MTV, VH1, CMT, CBS and Paramount + brands.

- Partnered with Paramount + to launch creative on their platform including everything from popular MTV franchises to original series and music documentaries.
- Creative lead on promotional campaign for the 2023 CMT Music Awards on CBS, with 5% increase in viewership from previous year, boasting its biggest audience yet.
- Oversaw creative campaign for the highly anticipated return of The Challenge All Stars 4 on Paramount +, using an operatic version of Smash Mouth's "All Stars".
- Lead trailer creative for the award-winning U2 documentary, Kiss the Future on Paramount +. Highlight: Buy in from producers, Matt Damon and Ben Affleck was well-received with "No notes!"

#### MTV Entertainment Group, /Brand Creative

##### Senior Creative/Writer, January 2015 - October 2022

Spearheaded creative from pitch to delivery for series launches, on-air stunts, tentpole events, sizzle reels and sales tapes for MTVE's biggest franchises and IPs, along with new Paramount + initiatives. Worked alongside project managers, designers, and audio mixers to create and produce all content, and maintained relationships with teams across departments to ensure cohesive and timely execution. Wrote campaign rollouts and strategy proposals, and mentored junior-level team members.

- Helped launch the first-ever MTV Movie & TV Awards: Unscripted, MTV's new awards show tentpole dedicated everything in the world of reality television.
- Creative lead on 2019 MTV Movie & TV Awards campaign, taking home a Promax Silver for copywriting on the Host image spot.
- Worked on the successful rebrand of Vh1 music channels, Palladia and Vh1 Classic as they transitioned over to MTV and relaunched as MTV Live and MTV Classic.

## **Vh1 Classic/Vh1 Soul/Palladia On-Air Promos**

### **Senior Writer/Producer, November 2008 - January 2015**

Wrote and produced all promotional content across the Vh1 music channels, and developed original concepts and ideas that reflected each individual brand. Acted as creative lead and supervised vendors in creation of multiple assets (trailers, promos, BTS interviews, editorial, sizzles etc.) for large-scale campaigns. Directed on-camera talent for stunts and image spots and collaborated with consumer and integrated marketing on creative endeavors.

- Worked closely with design team on Vh1 Classic's award-winning brand redesign, which took home a Promax Gold.
- Helped promote the launch of Vh1 Classic's first-ever radio station, Vh1 Classic Rock Nights, using the platform to cross-promote on-air initiatives.
- Interviewed, wrote liners, and directed musical artists across the Hard Rock and Heavy Metal genre.

## **Additional Network Experience**

### **USA Network - Writer/Producer On-Air Promos**

### **Oxygen Network - Writer/Producer On-Air Promos**

### **Vh1 - Junior Writer/Producer On-Air Creative**

## **Training/Additional Skills**

- Meta Social Media Marketing Certification
- Final Cut Pro
- Photoshop
- Microsoft 365
- Canva
- Airtable
- PMP Certification (working towards)

## **Education**

**Bachelor of Science (Television-Radio; Video Production Concentration) - Ithaca College, Ithaca, NY**