



## Evan Brock

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*Brooklyn-based creative leader. Specializing in building brands and the teams needed to go from strategy to complete creative execution across all forms of media. Self-proclaimed generalist and forever learner.*

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## Education

Quinnipiac University  
B.F.A., Communications

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## Portfolio

evanbrock.com

## Experience

### Codecademy

Head of Brand + Creative / 2021-Present

Lead Codecademy's decentralized creative and content teams, overseeing brand design, copy, production, and social. Refreshed brand strategy, rebuilt creative process, and launched the first-ever brand campaign and tv commercial of their 10-year existence. Report to CMO.

### Stash

VP, Brand + Creative / 2017-20

Helped bring the fintech startup from 1 to 5 million customers, while leading their in-house agency and studio—a team of 15 working across strategy, design, copy, social, animation, and video. Wrote and designed investor presentations that brought in over \$250M in funding and a valuation of over \$1B. Reported to CMO.

### VICE Media

Design Director / 2014-17

Head of Design at VICE's creative agency, Carrot (now known as Virtue Worldwide)—led a team of 25 multidisciplinary designers across two offices. Working with all clients, including Adult Swim, NBA, New York Yankees, and Target—while specializing in campaigns, branding, illustration, animation, 3D, and product design. Also built digital products specifically for VICE. Reported to CXO.

### Complex Networks

Associate Design Director / 2011-14

Co-led Complex's brand partnerships design team across two offices—specializing in unique brand collaborations across products, events, and branded content. Clients included Mountain Dew, Kia, McDonald's, Levi's, Nike, and more.

### Atlantic Records

Designer / Engineer / 2007-11

Sole designer and engineer for Atlantic Records-owned, Fueled By Ramen. Worked across all aspects of artist and campaign development—resulting in 20+ gold and platinum albums and singles. Artists included Paramore, Panic! at the Disco, Fun, Phantom Planet, Gym Class Heroes, and more.

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## Additional Experience

<b>New York Yankees</b>	Consultant	2017-19
<b>The Webby Awards</b>	Judge	2014-Present
<b>The Syndicate</b>	Designer / Engineer	2007-08
<b>CMJ</b>	Designer / Engineer	2006-07