EVAN MANN

📍 RALEIGH, NC | ✆ 919-434-1623 | evanmann92@gmail.com |  [LinkedIn URL](https://www.linkedin.com/in/evanmann92/) | [www.evanlmann.com/videos/](http://www.evanlmann.com/videos/)

Multifaceted, talented, **communications and content specialist** highly regarded for 10+ years creating compelling video, marketing, interactive, and social media content that elevates company brands to critical end-users. Known as a detail-oriented, analytical professional qualified to develop and convey go-to, engaging marketing strategies for multiple channels. An out-of-the-box-thinker, impeccable writer/editor with a verifiable background in graphic design and multimedia creativity. A trailblazer equipped to multitask in fast-paced, high-turnaround workplaces. Stays ahead of industry research and ever-changing dynamics to safeguard brand relevance. Exemplary academic qualifications include a Bachelor of Art in Film Production and a Graduate Certificate of Professional Communication and Managerial Skills.

**CAREER HIGHLIGHTS**

* Researched, wrote, and produced articles and videos for SAS Institute Intranet Homepage spanning several years, relaying vital company information with an internal audience of **14,000+** global employees.
* Re-branded, and re-launched SAS Institute’s R&D Intranet website and monthly newsletter; published articles and updates to apprise employees of company initiatives/pertinent developments.
* Produced a local Sci-Fi short film; hired cast/actors; chose location; negotiated contracts; raised capital for budget; organized, planned, and scheduled shoots.

**SKILLS & EXPERTISE**

Logical & Analytical | Excellent Writing/Editing Skills | Team Player | Content Development | Marketing | Sales Multimedia Content | Social Media | Video Producer | Intranet | Infographics Critical Thinking | Multitasker

Strong Attention to Detail | Photoshop | Premiere Pro | WordPress | Adobe Creative Cloud | Graphic Design Collaboration | Film Production | Web Development

**PROFESSIONAL EXPERIENCE**

DIGITAL CONTENT SPECIALIST | **IronNet** | Raleigh, NC 2022 – Present

* Creating compelling marketing, social, and sales enablement collateral to convey the IronNet story across all channels. Writing copy and creating video/interactive/multimedia content that elevates the IronNet brand to critical audiences.

COMMUNICATIONS SPECIALIST, Executive & Internal Communications | **SAS Institute** | Cary, NC 2021 – 2022

* Supports and delivers **Global Internal Communications for the Cloud & Information Services Division** (formerly IT), driving brand awareness and demand generation via varied, diverse channels.
* Developed innovative communication strategies/campaigns which grew sales and significantly increased market share.
* Coordinated back-end Intranet support for daily news, increasing viewership.
* Produces, shoots, edits, and animates videos using advanced technology for internal campaigns.
* Wrote and edited content copy for **CIO of the Executive Communications Division**, including employee communications, marketing materials, and best practices policies/procedures.

SENIOR ASSOCIATE COMMUNICATIONS SPECIALIST, Internal Communications | **SAS Institute** | Cary, NC 2018 – 2021

* Developed and wrote informative articles for SAS Intranet site (IT department), which connected employees to work-related information easily and readily at their disposal.
* Monitored and maintained back-end processes for Intranet site daily, performing quality review checks to ensure compliance and smooth operation.
* Produced high-quality videos for internal and external clients.
* Provided graphic design support that “popped,” featuring prominent visual concepts to inform, inspire, and communicate company vision in an interactive, appealing format.
* Wrote engaging copy for internal social media posts, which boasted an increase in readership and positive employee feedback.

ASSOCIATE COMMUNICATIONS SPECIALIST, Internal Communications| **SAS Institute** | Cary, NC 2016 – 2018

* **Director and Producer for Internal Communications** multimedia team, charged with shooting, editing, color correction, sound design, and motion graphics.

**Professional Experience Continued:**

ASSOCIATE COMMUNICATIONS SPECIALIST, R&D Division| **SAS Institute** | Cary, NC 2015 – 2016

* Managed and operated internal R&D website; updated content regularly.
* Facilitated and produced an internal web series called “R&D TV,” which educated viewers on companywide initiatives and plans for future developments.
* Conceptualized, shot, and edited videos for internal R&D audiences as a medium to inform of process updates and internal initiatives.

**Additional Experience**: **SAS Institute** | Cary, NC | Contractor, Internal Communications

**EDUCATION & TRAINING**

**Emerson College –** Boston, MA | 2014   
Bachelor of Arts in Film Production   
  
**North Carolina State University –** Raleigh, NC | 2016 - 2017   
Graduate Certificate in Professional Communications & Managerial Skills  
<https://online-distance.ncsu.edu/program/graduate-certificate-in-professional-communication-and-managerial-skills/>

* **Awards/Honors:** Music Video “No Light” featured in Silversonic Music Video Showcase (Emerson College)
* **Clubs/Activities:** Sigma Alpha Epsilon – Alumni Chair
* **Relevant Projects:** Video Producer & Editor (SAS)   
  - Dylan Powers - Local Filmmaker – Handled casting, locations, contracts, budget, planning, and scheduling   
  - Director & Editor (self) - Evan L. Mann Video – Filmed and edited six wedding videos  
  - Data on the Fly: <https://www.wral.com/sas-sponsors-aviation-science-class-to-spark-youth-interest-in-flying-stem-education/17498348/>

**TECHNICAL SKILLS**

Adobe Creative Cloud: Photoshop, Premiere Pro, After Effects, Audition, HTML, CSS, FFmpeg, Javascript (novice)

Php (novice), Linux (beginner), macOS, Windows, WordPress, Microsoft Office 365: SharePoint, Word, Powerpoint, Excel, Camtasia, Blender, Canon DSLR, Raspberry Pi, Zoom Audio Recorder

**LANGUAGES**

French - Intermediate

**HONORS & AWARDS**

Featured on a local news segment for video project fundraiser for LLS Cancer (filmed and edited a flash mob video to fundraise) – 2016 - <https://abc11.com/news/1229667/>

**COMMUNITY ENGAGEMENT**

First United Methodist Church | Videography & Editing | 2017 - 2021

**INTERESTS**

Running, road biking, snowboarding, travel, music