

Evan Brody

Creative Director

Brooklyn, NY

Website: www.evanjbrody.com

Sample: <https://youtu.be/eZL-xg2npjA>

Fueled by a tireless creative spirit and a motivation to put ideas into action, I love to make dreams a reality. In any challenge, I strive to find the process between inspiration and execution exciting, efficient, and thorough — a mindset I value whether I'm scouting for innovative artists, creating marketing campaigns for a multi billion-dollar real estate brand, directing virtual reality assets, or designing my own clothing and furniture line. Since 2009, I have served as the co-founder and CEO for Underwater Peoples Records, an independent record label which launched the careers of Billboard charting artists such as Real Estate and Tennis. Through Underwater Peoples' ground-up operation, I've been responsible for everything from A&R, marketing album campaigns, global distribution, accounting, event planning, booking live events, to providing creative counsel to our artists. Through our efforts, Underwater Peoples was recognized by Billboard Magazine as one of the Top 50 indie music labels in America.

In addition to the label, I also write, perform, and produce my own music as Evan Ønly and Family Portrait. After negotiating a licensing deal from HBO for a Family Portrait song, I decided to start my own publishing company, Family Only Publishing. Today I have grown to license music to Lionsgate, The X Games, Ray-Ban, Maavven and more. Flavorwire recognized my work as an artist and music entrepreneur by placing me in their Top 40 Culture Makers to Watch list in 2013. Alongside my passion projects I have sought out a dynamic range of workplace experiences. Such as leading UGC social media campaigns at Penske Media Corp. (PMC), to building a digital marketing initiative from the ground-up creating virtual reality assets and directing the social media strategy at Time Equities, Inc. My ideal future balances the fusion of strategy and creativity, with innovation and commerce. Never afraid to take the first step, I think I would be able to provide a wide array of unique talents for you and your team. Thanks so much, and I look forward to hearing from you!

Very truly yours,
Evan J. Brody

Willing to relocate: Anywhere

Authorized to work in the US for any employer

Work Experience

Label Manager

Eleven Seven Music - New York, NY

December 2017 to Present

- Creative director and chief global strategist for Just Loud, a breakout artist in 2018 hitting Top 40 at Alternative including a mini-documentary showcasing the BTS experience.
- Art producer and buyer pairing bands with photographers, directors, and animators.

- Product Manager creating key points of entry and convergence for Five Seven Music including bands Bang Bang Romeo, Romes, Council, Bleeker, and Nico Vega.
- Creates Global Marketing plans and bespoke campaigns for all Five Seven artists.
- Helping Council grow to over 6MM streams for debut, Olympic-synced single Rust To Gold.
- Generates original ideas for all content creation and responsible for its global strategy, optimization and execution across all digital platforms.
- Key liaison between management, artists, and label representatives.
- Responsible for all marketing collaborations with DSP partners including Spotify, Apple, and Amazon.

Creative Director/Owner

EO Studios - Brooklyn, NY

January 2017 to December 2017

- Lead and brokered synchronization agreements with past placements like HBO, Lionsgate, Monster Energy, and the X Games.
- Directed an app-based membership program for real estate developer, Hello Living.
- Full brand development campaign for Brooklyn clothing brand Williamsburg University including art direction, sound design, video director and producer, photoshoots, social branding, and community management. Featured on @Watts.on and @Love.watts with over 2MM reach.
- Consulted on and created a tagline used for supporting various diversity relevant posts on MAC Cosmetics' social platforms.

Assistant Manager Digital Marketing

Time Equities - New York, NY

May 2012 to January 2017

- Created and executed the Time Equities B2B and B2C 50th Anniversary campaign.
- Directed, lead, and produced various VR / AR walkthroughs of key luxury properties such as Prince Street, which was featured on VICE.
- Created, designed, lead, and community managed for 5+ social channels, including paid social ads, creating and maintaining high quality images, copy creation, and bespoke campaigns for the entire TEI portfolio.
- Oversaw all 50 West Street sales a major tech focused billion-dollar 64 story condo project in Lower Manhattan, and maintained marketing insights including all daily, monthly, and annual analytics strategic roll out for all new projects.

Co-founder

Underwater Peoples Records LLC - Brooklyn, NY

February 2008 to January 2017

- Directed all marketing, PR, project management, radio promotion, content creation for music videos, album art, email marketing, A&R, booking and promotion for live events (SXSW, CMJ, Northside Festival, and Primavera Sound).
- Coordinated all marketing efforts with distributor, Secretly Canadian, for over 30+ artists, selling over 120k albums globally, including Billboard charting artists Real Estate and Tennis.
- Developed, created, and executed campaign strategy digitally and all social channels with well over 50k audience.
- Responsible for managing brand partnerships, including acting music supervisor for the soundtrack of the WME film, Unreachable by Conventional Means.

Education

Bachelor's

Skills

CONTENT CREATION (9 years), MARKETING (10+ years), CREATIVE DIRECTION (2 years), Virtual Reality (2 years), Brand Development (8 years)

Links

<http://www.evanjbrody.com>

Additional Information

Record label featured in The Washington Post and Billboard's list of top 50 independent record labels in America.

Personally featured as one of Flavorwire's 40 Culture Makers To Watch.

Featured on Nowness for music video "Clique Bait Queen"

Artist and label spotlights at The New York Times, NME, Time Magazine, The Guardian, Village Voice, Pitchfork, The Fader, Interview Magazine, Amazon, and iTunes Spotlight.