LYLA EVANS

Cleveland, OH

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EXPERIENCE

Content Creator | **Marcus Thomas** - Cleveland, OH (May 2022 - PRESENT)
- Editing and animating creative content for major agency clients like Ohio Lottery, Sherwin Williams, Stanley Black and Decker, and Akron Children's Hospital
- Collaborating daily with our Creative and Account Services teams to efficiently create innovative and eye-catching social ads
- Assisting the Production team with on and off-site shoots weekly

Game Day Producer | **Cleveland Cavaliers** - Cleveland, OH (Sept 2021 - PRESENT)
- Cutting live moments of NBA Cavaliers and AHL Monsters games for outside partners and fans
- Assembling video highlights, graphics, and audio to create full game recaps

FieldHouse Creative Assistant | **Cleveland Cavaliers** - Cleveland, OH (Sept 2021 - March 2023)
- Created videos, graphics, and animations shown in-bowl to enhance the entertainment and fan experience of Cavaliers and Monsters game days
- Assisted Creative team on shoot days and with any pre and post production needs

Communications Manager | **Real Estate Production Network** - New York, NY (May 2020 - Feb 2021)
- Scheduled shoots, booked travel arrangements, created expense reports and acted as a liaison between creators and clients
- Shot and edited 3D property tours with Matterport

Video Intern | **Gilda's Club New York City** - New York, NY (Jan 2020 - Dec 2020)
- Shot and edited the non-profit lecture series to provide educational resources to individuals living with cancer during the Covid-19 pandemic
- Designed video marketing projects for social media and email campaigns to increase digital engagement

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EDUCATION

Drew University | Madison, NJ (Aug 2016 - May 2020)

BA, Media, and Communications, minors in Film and Arts Administration

SKILLS

- Adobe Premiere Pro, Adobe After Effects, Adobe Photoshop, Adobe Illustrator, Adobe Audition, Cinema 4D, Microsoft Office Suite, YouTube, TikTok, Twitter, Instagram, Facebook