

# Kristin Evanoka Arno

**Creative Director. Copywriter. Producer.**

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Creative leader with 20+ years in entertainment and streaming, specializing in brand creative, trailers, promos, and 360° marketing campaigns. Expert at translating strategy and audience insights into compelling A/V storytelling across on-air, digital, social, and streaming platforms. Experienced in leading teams, mentoring creatives, and driving campaigns for flagship series while maintaining brand voice and creative excellence.

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## Key Skills

Copywriting | Creative Direction | Content Creation | Brand Marketing | Strategy | Storytelling  
Pitching | Project Management | Team Leadership | Directing Talent | Multi-Platform Creative

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## Professional Experience

### Creative Director, Brand Creative Promotions

MTV Entertainment Group | Paramount Global | February 2025 – November 2025

- Delivered original, impactful A/V creative for 360° campaigns across Paramount+, Showtime, and MTV, producing trailers, promos, and on-air content across streaming, digital, social, and paid platforms.
- Key series and tentpole events included Dexter: Resurrection, MobLand, The Agency, The Chi, RuPaul's Drag Race, and more.
- Provided creative direction and hands-on copywriting across trailers, promos, and brand spots, translating strategy and audience insights into compelling storytelling.
- Oversaw and mentored a team of writers and producers, pushing innovative thinking while ensuring the right tone, brand voice, and creative excellence.
- Partnered with marketing, strategy, social, design, production, and external vendors to deliver cohesive, platform-native campaigns on time and on brand.
- Pitched creative concepts and presented campaign assets to senior leadership, incorporating feedback without compromising creative vision.
- Managed multiple high-profile projects simultaneously in a fast-paced environment, overseeing timelines, resources, and execution.

### Selected Campaign Highlights:

- **Dexter: Resurrection:** 52.7M trailer views in week one; launched innovative Michael C. Hall–narrated dynamic audio ads.
- **MobLand:** #1 series premiere in Paramount+ history worldwide.
- **RuPaul's Drag Race: All Stars 9:** Lead A/V creative, driving sustained audience engagement for the All-Stars franchise across streaming platforms.

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## Associate Creative Director, Brand Creative Promotions

MTV Entertainment Group | Paramount Global | October 2022 - February 2024

- Oversaw A/V creative from concept through execution for major tentpole events and flagship franchises, including the MTV Movie & TV Awards, CMT Music Awards, Jersey Shore Family Vacation, Teen Mom, The Challenge, and RuPaul's Drag Race.
- Supervised a team of in-house writers and producers and managed external vendors to deliver high-quality trailers, promos, and on-air creative across MTV, VH1, CMT, CBS, and Paramount+.
- Partnered on multi-title launches spanning MTV franchises, original series, and music documentaries, ensuring A/V creative aligned with brand standards and campaign strategy.

### Top Achievements / Key Campaigns:

- **2023 CMT Music Awards on CBS:** Led multi-platform creative campaign, driving a 5% year-over-year viewership increase, achieving the show's largest audience to date.
- **U2: Kiss the Future:** Creative lead on trailer and promo assets for award-winning documentary, maximizing impact across streaming, linear, and social channels.

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## Senior Creative/Writer, Brand Creative Promotions

MTV Entertainment Group | Paramount Global | January 2015 – October 2022

- Spearheaded creative from pitch to delivery for series launches, on-air stunts, tentpole events, sizzle reels, and sales tapes for MTV Entertainment Group's flagship franchises, and new Paramount+ initiatives.
- Guided junior writers and creatives, providing feedback and support to strengthen campaign quality and maintain brand standards across platforms.

### Top Achievements / Key Campaigns:

- **MTV Movie & TV Awards: Unscripted:** Helped launch MTV's first-ever reality-focused awards tentpole, defining the promotional creative strategy and guiding multi-platform execution.
- **2019 MTV Movie & TV Awards:** Creative lead on campaign; earned Promax Silver Award for copywriting on the Host image spot.
- **Music Channel Rebrand:** Part of the creative team responsible for rebranding Palladia and VH1 Classic to MTV Live and MTV Classic, ensuring cohesive brand messaging and a smooth audience transition.

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## Senior Writer/Producer, Vh1 On-Air Promos

ViacomCBS | November 2008 – January 2015

- Wrote and produced all promotional content across the Vh1 music channels (*Vh1 Classic, Vh1 Soul, Palladia*), and developed original concepts and ideas that reflected each individual brand.
- Directed talent for stunts and image spots, ensuring consistent tone, timing, and brand alignment across all content.

### Top Achievements / Key Campaigns:

- **Vh1 Classic Brand Redesign:** Worked closely with design team on award-winning rebrand, earning a *Promax Gold*.
- **Vh1 Classic Rock Nights Launch:** Helped promote the channel's first-ever radio station, using cross-platform strategies to amplify on-air initiatives.

## **Additional Network Experience**

USA Network | Oxygen Network | VH1 – Writer/Producer, On-Air Promos (pre-2008)

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## **Education**

### **Bachelor of Science in Television-Radio, Video Production Concentration**

*Minor in Business*

Ithaca College, Ithaca, NY

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## **Technical & Additional Skills**

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