

Kristin Evanoka Arno

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Creative Director. Copywriter. Producer.

Extensive background in the television and streaming media industry. Knows the importance of telling authentic stories and finding a new perspective, delivering on campaign goals and strengthening brands across media. Conceptualizes and writes creative solutions for a multitude of clients, whether it's on-air, in print, social, digital or streaming. Focuses on infusing quality in all aspects of creative development and integration, with an innovative mindset.

Key Skills

Copywriting | Creative Direction | Content Creation | Brand Marketing | Strategic Thinking
Storytelling | Pitching | Project Management | Team Lead | Mentorship | Multi-Platform Creative

Experience

Paramount Skydance Corporation, New York, NY

February 2025 - Present

MTV Entertainment Group/Brand Creative

Creative Director – Freelance

Delivering original, impactful, creative campaigns across brands for Paramount+, Showtime, and MTV. Key series & tent-pole events include *Dexter: Resurrection*, *MobLand*, *The Agency*, *The Chi*, *RuPaul's Drag Race*, and more. Responsibilities encompass creative direction, copywriting, concept ideation, pitching, liaising between internal and external vendors, and managing team of writer/producers.

- Directed A/V campaign for ***Dexter: Resurrection***. Highlights include achieving 52.7M trailer views in week one, and launching innovative Michael C. Hall-narrated dynamic audio ads.
- Led creative A/V for ***MobLand***, achieving the #1 series premiere in Paramount+ history worldwide.
- Creative lead on the trailer for ***Noah's Arc: The Movie***, whose launch fueled strong media coverage and fan engagement around the series' 20-year anniversary.

Paramount Global, New York, NY

November 2008 - February 2024

MTV Entertainment Group/Brand Creative

Associate Creative Director, October 2022 - February 2024

Oversaw creative direction from conceiving, editorial, pitch, and execution across platforms for the network's biggest IPs and major tentpole events including *The MTV Movie & TV Awards*, *CMT Music Awards*, *Jersey Shore Family Vacation*, *Teen Mom*, *The Challenge*, *RuPaul's Drag Race* and more. Supervised team of in-house writer/producers and managed relationships with external vendors to produce best-in-class creative for MTV, VH1, CMT, CBS and Paramount + brands.

- Partnered with Paramount+ to launch creative on their platform including everything from popular MTV franchises to original series and music documentaries.
- Creative lead on promotional campaign for the **2023 CMT Music Awards on CBS**, with 5% increase in viewership from previous year, boasting its biggest audience yet.
- Oversaw creative campaign for the highly anticipated return of ***The Challenge All Stars 4*** on Paramount+, successfully pitched operatic version of *Smash Mouth's "All Stars"*.
- Led trailer creative for the award-winning U2 documentary, ***Kiss the Future*** on Paramount+.

MTV Entertainment Group, /Brand Creative**Senior Creative/Writer, January 2015 - October 2022**

Spearheaded creative from pitch to delivery for series launches, on-air stunts, tentpole events, sizzle reels and sales tapes for MTVE's biggest franchises and IPs, along with new Paramount + initiatives. Worked alongside project managers, designers, and audio mixers to create and produce all content, and maintained relationships with teams across departments to ensure cohesive and timely execution. Wrote campaign rollouts and strategy proposals, and mentored junior-level team members.

- Helped launch the first-ever **MTV Movie & TV Awards: Unscripted**, MTV's new awards show tentpole dedicated everything in the world of reality television.
- Creative lead on 2019 **MTV Movie & TV Awards** campaign, taking home a Promax Silver for copywriting on the Host image spot.
- Worked on the successful rebrand of Vh1 music channels, Palladia and Vh1 Classic as they transitioned over to MTV and relaunched as MTV Live and MTV Classic.

Vh1 Classic/Vh1 Soul/Palladia On-Air Promos**Senior Writer/Producer, November 2008 - January 2015**

Wrote and produced all promotional content across the Vh1 music channels, and developed original concepts and ideas that reflected each individual brand. Acted as creative lead and supervised vendors in creation of multiple assets (trailers, promos, BTS interviews, editorial, sizzles etc.) for large-scale campaigns. Directed on-camera talent for stunts and image spots and collaborated with consumer and integrated marketing on creative endeavors.

- Worked closely with design team on Vh1 Classic's award-winning brand redesign, which took home a Promax Gold.
- Helped promote the launch of Vh1 Classic's first-ever radio station, **Vh1 Classic Rock Nights**, using the platform to cross-promote on-air initiatives.
- Interviewed, wrote liners, and directed musical artists across the Hard Rock and Heavy Metal genre.

Additional Network Experience**USA Network - Writer/Producer On-Air Promos****Oxygen Network - Writer/Producer On-Air Promos****Vh1 - Junior Writer/Producer On-Air Creative****Training/Additional Skills**

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

Education

Bachelor of Science (Television-Radio; Video Production Concentration) - Ithaca College, Ithaca, NY