



EVAN WATANABE

Content Creator

NYU Media, Culture, and Communications graduate specializing in organic and paid social media content creation. Excited to bring creativity and data-driven results to any project.

CONTACT

(845)-480-0374
evandwatanabe@gmail.com
evanwatanabe.com
linkedin.com/in/evan-watanabe

SOFTWARE

Adobe Creative Suite
DaVinci Resolve
CapCut
Canva
Higgsfield
ElevenLabs
Sprinklr
Sprout Social
Buffer
Figma
Gemini
Claude
FL Studio

SKILLS

Paid Social Media Advertising
Video Production & Editing
Videography (DSLR/iPhone)
Social Media Strategy
Social Media Management
UX/UI Design
Photo & Graphic Design
Photography
Audio Production

FLUENT SOCIALS

TikTok
Instagram
YouTube
X (Twitter)
LinkedIn
Reddit
Facebook

TOOLS

Sony a6700
DJI Osmo Pocket 3
DJI Mic Mini
iPhone

EXPERIENCE

Social Media & Content Manager | Last Crumb

New York, NY | January 2026 - Present

- **Viral Series & Revenue:** Created a viral series with the Head Chef, generating 400K+ organic views and 3-4x ROAS as a paid asset.
- **Global Brand Partnerships:** Produced end-to-end creative and cinematography for high-stakes collaborations with Warner Bros. and Guinness.
- **Full-Stack Production:** Lead the entire organic social production lifecycle.
- **Influencer Relations:** Orchestrated outreach and collab content for creators with 500K-1M+ followers, expanding brand authority and reach.

Freelance Content Creator | KAZUO

New York, NY | December 2025 - Present

- **Strategic Content & Growth:** Produced high-converting paid social ads for Pixa and managed organic strategy and community growth for G.N. Bellon's Divine Lines.
- **AI & Full-Stack Production:** Leveraged Generative AI and voice synthesis (Gemini, Claude, ElevenLabs, Higgsfield) to execute the full production lifecycle.

Social Media Specialist | S'more

New York, NY | July 2023 - October 2025

- **Growth & Virality:** Scaled Instagram presence from 0 to 95K followers and TikTok from 0 to 35K followers through viral video content garnering up to 6.8M views
- **Direct Conversion:** Contributed to over 100K app downloads through the execution of high-performing organic and paid video assets.
- **Multi-Platform Strategy:** Managed end-to-end production and content scheduling across TikTok, Instagram, and YouTube.

Social Media Assistant | New York University

New York, NY | June 2022 - December 2023

- **Content Production:** Produced video and graphic assets for NYU's social channels, reaching a combined audience of over 500K followers.
- **On-Screen Persona:** Served as the lead on-camera talent and personality for high-visibility university productions and event coverage.
- **Platform Growth:** Contributed to the strategic growth of the university's TikTok account to over 100K followers.

EDUCATION

New York University

New York, NY | January 2020 - December 2024

Bachelor of Science in Media, Culture, and Communication | Minor: Digital Art and Design

- Washington Square News Video Contributor
- Relevant Coursework: Digital Media Theory/Practice, Methods in Media Studies, Design 1 & 2 for Non-Majors, Ideation & Prototyping, Media Audiences, Multimedia Journalism
- Managed NYU meme Instagram page @nyumfsbt

Springboard

Remote | May 2023 - May 2024

UX Design Certificate

- 300+ hours, mentor-led UX Design Intensive. Includes a Capstone Project and Industry Design placement.