

# Evan Moesta

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## WORK EXPERIENCE

### **MILWAUKEE BREWERS - CAROLINA MUDCATS, Zebulon, NC**

*Manager of Multimedia, Jul 2017 – (Actively furloughed as of May 29th, 2020)*

- Oversee the production and execution of all Carolina Mudcats digital content on social media platforms along with the execution of the brand's social strategy. Work closely with marketing department, promotions, merchandise, food and beverage and more to properly display our brand in the best manner possible via social media. Was selected as Minor League Baseball's "expert" guest speaker for the social media portion of the 2019 MiLB Innovators Summit marketing symposium in El Paso, TX.
- Responsible for the production and execution of all in-stadium video, and @CarolinaMudcats social media. Managed a part time production staff of 30, and handled the operation of video equipment during games. Helped build scripts, and execute in-game entertainment with promotions department.

*Video Production Assistant, Mar 2016 – Jul 2017*

- Assisted with in-game entertainment and video production along with staffing part time production employees. Shot and edited all multimedia content that was featured on social media and in-stadium video board.

### **CAPITOL BROADCASTING COMPANY, Raleigh, NC**

*Associate Producer - "HSOT Live", Jul 2016 – Present*

- Work for WRAL TV New Media's Emmy-Nominated sports show, "HSOT Live" as its associate producer. Oversee the execution of all camera shots, and information from live streamed events that are being showcased on the live in-studio show. Was a member of the 2017 Edward R. Murrow winning production team.

*HighSchoolOT.com Sports Reporter, Dec 2015 – Present*

- Serve as a freelance sports reporter for WRAL TV New Media's HighSchoolOT.com. Assigned to cover multiple high school sporting events on a weekly basis, shoot a highlight package of the game, execute postgame interviews, and write a full game recap story to be published online.

### **MILLBROOK HIGH SCHOOL BASKETBALL, Raleigh, NC**

*Creative Services Coordinator, Dec 2011 – Present*

- Operate all creative services for the Millbrook HS Men's Basketball program in Raleigh, NC. Produce graphics and video along with maintaining team website, social media, and working as the program's Sports Information Director.

## EDUCATION

### **Millbrook High School**

**Raleigh, NC**

*High School Diploma (Jun 2013)*

## ADDITIONAL SKILLS

- Proficient in Adobe Creative Cloud and Final Cut Pro 7/X
- Sports social media experience since 2012