

# Emo Mavricakis

Creative Manager / Copywriter / Producer

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## OVER 14 YEARS OF EXPERIENCE IN PROMOTIONS MANAGEMENT, COPYWRITING & PRODUCTION.

*Results-driven creative professional with a proven ability to design and execute high-performing television and digital campaigns that boost viewership and engagement. Expertise in storytelling, creative direction, and managing complex projects in fast-paced, cross-functional teams. Recently took time off for family responsibilities and entrepreneurial ventures.*

## AREAS OF EXPERTISE

- Promotional Copywriting and Producing
- Brand Strategy
- Talent Interviewing and EPK Creation
- Cross-functional Communication
- Pitch / Presentation
- Creative Leadership
- Project and Team Management
- Short and Long-form Promo Content
- Camera and Video Staff Direction
- AI Tools and Integration

## EXPERIENCE

### Freelance, Los Angeles, CA

Copywriter / Producer / Business Owner

Mar 2021 - Present

- Crafting innovative copy for television and digital media tailored to drive audience engagement. Professional reel at [www.EmoProducer.com](http://www.EmoProducer.com).
- Entrepreneurial POD business venture, [www.astroblastodesigns.com](http://www.astroblastodesigns.com)

### Hallmark Media, Studio City, CA

Senior Writer / Producer

Sep 2013 - Mar 2021

- Produced high-performing content across on-air, digital, and marketing, boosting ratings and engagement.
- "Go to" producer for creating high-profile sizzle reels, and promos for original movie premieres.
- Successfully pitched and collaborated with cross-functional executives, influencing major creative decisions.
- Directed VO talent and mentored junior staff, fostering a high-performing creative team.
- Led multiple projects simultaneously, delivering high-quality content under tight deadlines.
- Field-produced and conducted on-set interviews with talent, enhancing storytelling and promotional impact.

### Starz Entertainment, LLC, Denver, CO

Creative Manager / Producer

May 2012 - Jul 2013

- Created, produced, and edited award-winning campaigns for Starz and other national channels.

- Always the trusted lead for fast-turnaround image promos for movies and original programming.
- Led a 5-producer team for Starz Family, earning recognition as the most cost-efficient and respected manager.
- Pitched, wrote, and directed the successful Starz Comedy launch campaign featuring actor Fred Willard.
- Led interviews with A-list talent on set, crafting high-impact EPK and BTS content.

## **DixonCo / Play Creative TV, Los Angeles, CA**

*Freelance Writer / Producer*

*Sep 2010 - Apr 2012*

- Developed and produced content for major national networks including Discovery, Animal Planet, SyFy, TLC, and PBS.
- Partnered with senior directors to craft and deliver high-impact pitch presentations for top-tier clients.

## **EDUCATION**

### **Bachelor of Science in Advertising Management**

*Portland State University, Portland, OR*

### **Bachelor of Science in Marketing**

*Portland State University, Portland, OR*

## **CERTIFICATIONS**

- AI, Business and the Future of Work – Lund University

## **WEBSITE, PORTFOLIO, AND PROFILES**

<https://www.emoproducer.com/>

<https://www.linkedin.com/in/emomavricakis/>

<https://astroblastodesigns.com/>

<https://thedriveinlounge.com/>