

Mason Wasik

Creative Producer

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Summary

Creative producer and storyteller working across music, culture, and live experiences. I develop and execute ideas rooted in real people and real environments, bringing them to life through campaigns, content, and experiential projects. My work blends concept development, visual direction, and hands-on production to create work that feels human and actually connects. Comfortable moving from idea to execution, I thrive in fast-moving environments where creativity and adaptability matter.

Experience

Freelance Creative Producer / Art Director - Los Angeles, CA / Remote

March 2021 - Present

Led creative direction and content development for culture-driven brands across lifestyle, fashion, music, and sport. Partnered with clients and internal collaborators to concept and execute integrated creative across social, digital, video, experiential, and branded content.

Directed print, video, and social campaigns for Breakfast Bay (Beta), UNLESS Collective, ARTIFACT Climbing, Boosted Boards, Hazmat, Pink Elephant, Pneuma+, and The Ji Spot—translating brand strategy into visually cohesive, emotionally resonant storytelling.

Collaborated with multidisciplinary teams across production, design, talent, and strategy, guiding projects from early ideation through on-set execution and post-production. Frequently worked hands-on across art direction, content creation, photography, and creative problem-solving in fast-paced environments.

Concert & Festival Producer / Creative Lead - Cat's Cradle & Carrboro Bluegrass Festival - North Carolina

December 2024 - Present

Creative lead and producer for large-scale cultural events blending music, community, and storytelling. Led creative direction across visual identity, artist presentation, promotional content, and live experience design.

Produced the sold-out Study Hall Spring Music Festival and Sophie Be Loud Benefit Concert, overseeing creative strategy, branding, and audience engagement. Founded and launched the Carrboro Bluegrass Festival, shaping a new cultural platform focused on accessibility, inclusion, and community connection.

Worked cross-functionally with artists, venues, sponsors, and production teams to ensure cohesive storytelling across marketing, live programming, and on-site experience.

Production Assistant / Creative Support

NBC Entertainment — The Voice, American Idol, America's Got Talent - Los Angeles, CA

March 2021 – September 2022

Supported high-profile broadcast productions through on-set coordination, creative logistics, and production workflows. Operated within fast-paced environments requiring precision, adaptability, and strong collaboration across departments including creative, production, and talent teams. Developed a strong understanding of creative excellence under pressure and large-scale content execution.

Professional Nerf Gun Shooter / Art Department - Nickelodeon • NERF Interactive Projects

March 2021 – September 2021

Built immersive environments and themed physical installations for experiential and interactive productions. Collaborated with creative and production teams to translate narrative concepts into spatial design and physical storytelling. Professional Gun

Sync Licensing & A&R Intern - SYN Music — Tokyo, Japan

April 2023 – August 2023

Supported creative development and cultural strategy through artist discovery and music curation for global brands and luxury hospitality clients including Ritz-Carlton and Aman Tokyo. Developed music briefs aligned with brand identity and audience insight.

Strengthened ability to connect cultural trends, emotional storytelling, and brand communication.

Music Therapy Volunteer - UNC Children's Hospital

December 2023 – August 2025

Created joyful, sound-based environments to support emotional well-being in pediatric care. Collaborated with clinicians to develop music-driven experiences rooted in empathy, creativity, and human connection.

This work deeply informs a creative philosophy centered on emotion-led storytelling and meaningful impact.

Education

University of North Carolina Chapel Hill

August 2019 - Dec 2024, Chapel Hill NC

Major in Communications with a focus in Media and Audio Production

Minor in Entrepreneurship and Music

Keio University

Mar 2023 - Aug 2023, Tokyo - Japan

International Marketing and Media

Languages

English	Native - Speaking/Reading / Writing
Spanish	Fluent - Speaking/Reading / Writing
Japanese	Broken, but passionate