

# Mason Wasik

Production  
Management  
Creative Talent

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Creative producer, production manager, and storyteller working across music, culture, film, and live experiences. I develop and execute ideas bringing them to life through campaigns, content creation, and experiential projects. My work blends concept development, visual direction, and hands-on production to create work that connects with audiences. Comfortable moving from idea to execution, I thrive in fast-moving environments where creativity, adaptability, and results matter. Experiences with audio-visual elements of large-scale sets, installations, live events, and broadcast productions from load-in through load-out. Comfortable traveling to advance and manage projects of varying size and complexity in fast-paced, deadline-driven environments.

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## Related Experience

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

March 2021 – Present

- Directed on-site production and installation for branded content and experiential campaigns for Nickelodeon, NCSU Athletics, Eco Flow, UNLESS Collective, ARTIFACT Climbing, and Boosted Boards, coordinating scenic, lighting, and AV elements from concept through load-in/out.
- Built and managed production/installation budgets, including equipment lists and receipt tracking, for projects of varying scale.
- Reviewed floor plans and advanced site logistics ahead of installs; scheduled crews and coordinated with clients and venues to keep timelines on track.
- Served as primary on-site contact for clients and vendors, troubleshooting technical and logistical issues.

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

December 2024 – Present

- Produce and manage on-site logistics for large-scale live events, including the twice sold-out Study Hall Spring Music Festival and the Sophie Be Loud Benefit Concert — overseeing crew scheduling, staging, lighting, and load-in/out.
- Founded and launched the Carrboro Bluegrass Festival, managing installation budgets and receipt tracking from site advancing through execution.
- Manage several groups. Coordinate with artists, venues, sponsors, and crews to ensure technical elements are installed safely, on schedule, and within budget.

### Production Assistant / Creative Support - NBC Entertainment — The Voice, American Idol, America's Got Talent - Los Angeles, CA

March 2021 – October 2022

- Supported on-set coordination and production logistics for major broadcast productions, managing concurrent workflows across creative, production, and talent departments.
- Operated within fast-paced, high-pressure environments requiring precision and strong cross-departmental communication.

## Professional Nerf Gun Shooter / Art Department

Nickelodeon • NERF Interactive Projects

March 2021 – September 2021

- Built immersive, themed physical installations for experiential productions, translating creative concepts into spatial design and hands-on scenic construction.
- Collaborated with creative and production teams to install and strike sets for interactive exhibits.

## 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, immersive exhibits, 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.

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## Education

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### 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

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## Languages

English

Native - Speaking/Reading / Writing

Spanish

Fluent - Speaking/Reading / Writing

Japanese

Broken, but passionate