

Paul Santiago Robalino

Experience

CH MEDIA (CollegeHumor, Dropout) | West Hollywood, CA

Jul 2015 – Mar 2020

Manager & Producer, Creative Strategy Feb 2019 – Mar 2020

- Advised creative direction for CollegeHumor YouTube channel (13.5M+ subscribers) and SVOD platform Dropout (95k+ in first year); developed/key contributor on 18+ premium video series
- Founded studio's BTS arm, managed end-to-end production of 25+ digital shorts leading to 14% increase in subscriber lifespan
- Drove series and platform promotion on social platforms by conducting QC and approvals on sizzles, previews, and trailers
- Spearheaded company's video podcasting division; planned and supervised biweekly tapings & delivery
- Managed and approved thumbnails, titles, and copy on user interface; reviewed and noted scripts, cuts and casting for full programming slate
- Staffed and managed diverse teams of editors, writers, artists, designers, techs, and videographers

Senior Coordinator, Creative Strategy Mar 2018 – Feb 2019

- Ideated and coordinated creation of 40+ video/audio/graphic assets for platform's teaser campaign (collaboration with MSCHF digital agency), achieved 455k+ unique fan engagements
- Ran company's new media initiative: greenlit, edited and ensured delivery of 50 webcomic & chat story series (400+ assets total); directed 20+ promotional spots and versioning for various platforms
- Authored comprehensive series decks and treatments for chiefs and stakeholders

Coordinator, Creative Strategy Feb 2017 – Mar 2018

- Development lead on 3 digital series for Facebook Watch; tracked and managed cross-functional feedback from pre-pro through delivery; projects amassed 34M+ views, 437k+ followers
- Telly Award Winner & Webby Award Nominee: Digital Variety Series (*I Want My Phone Back*)

Executive Assistant to SVP, VP of Development Jul 2015 – Jan 2017

- Administrative support for studio heads
- Read and evaluated script submissions, prepared pitch documents, scouted talent

DRUNK HISTORY (Comedy Central) | Los Angeles, CA

Oct 2014 – Jul 2015

Production Coordinator

- Researched, edited, and transcribed scripts for full season of network tentpole (39 stories)
- Administered, collected, and sorted daily production paperwork

LIONSGATE | Santa Monica, CA

Oct 2013 – Oct 2014

Assistant to EVP, TV Production

- Tracked and distributed status reports, budgets, and calendar for full slate of major productions (*Mad Men*, *Nashville*, *Orange is the New Black*, *Nurse Jackie*)

Education

YALE UNIVERSITY | New Haven, CT

May 2012

B.A. in American Studies, Distinction in the Major

- *Michael Manzella Award for Upstanding Character, John Morrison Memorial Prize for Artistic Achievement*
- *Harvard University Summer Scholar (Mandarin Immersion Program in Beijing)*

QUANTIC SCHOOL OF BUSINESS AND TECHNOLOGY

Jul 2017

Master of Business Administration (MBA)

Additional Information

- Fluent in Spanish, proficient in French and Mandarin Chinese
- 9+ years public speaking, 8+ years improv comedy