

# Paul Baker

Video Director

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[paulvideo.com](http://paulvideo.com)

## PROFILE

I lead diverse teams to successful story-telling, brand, and relationships. As a visionary director and producer with over 17 years with Fortune 500 companies I execute the highest production industry standards. I'm ready to scale and produce amazing new video content for the future.

### TOP SKILLS

Director  
Producer  
Storyteller  
Post-Supervisor  
Brand Identity  
Writer

### AWARDS

45 - International Film Festivals  
16 - Google Employee Recognitions  
6 - Bronze Telly Awards  
4 - Management Certifications  
2 - American Graphic Design Awards  
1 - 2010 EMMY Award

## RELEVANT EXPERIENCE

*Senior Video Producer · Google, Inc.*

Mountain View, CA · 10/2018 – Present

Duties: Production manager, creative lead, video strategist, and YouTube manager for Google Ads.

- Managed B2B to high traffic digital assets every quarter at scale.
  - Owned diverse roles as producer, director, and content writer for productions, live streams, marketing events, animation, presentations, and more.
  - Led Google brand guidelines, storytelling, and [creative briefs](#) to mid to C-Level stakeholders.
- Supervised multi-disciplinary team of designers and editors.
  - Implemented high-quality 2D/3D designs with innovative time management/[project tracking](#) to improve subordinate performance reviews.
  - Developed and negotiated vendor contracts and budgets with 3rd party creative agencies, production houses, voice-over artists, for a seamless link for internal team.
  - Adopted certification of diversity and accessibility values into all branding designs.
  - Executed recurring yearly department \$100k budget for studio equipment and software/hardware
- Pivoted to 100% remote productions and retained high-quality standards, with COVID.
  - Redesigned new processes and documentation for all stakeholders for project clarity.
  - Allocated limited resource budget to 20 Remote Video Kits for departments in AMER & APAC.
  - Video Director for end-to-end video operations for Motus, a fitness start-up in Google, delivered over 70 videos, then pivoted to 50% rotation as content manager for streaming events.

Examples:

[Google Policy Center Series](#) (28K views)  
[Video Production Explainers](#) (internal)  
[Introduction to Data Studio Course](#) (350K+ views)  
[Motus fitness app](#) (319 live events)  
[Unifying app and web measurement](#) (74k views)

Impact:

Video impact reports (14)  
Client Exit Survey (250 ratings): 4.83/5  
VP feedback: “[Paul] is a leader that listens, embraces feedback, and strives for true business impact...”  
Peer feedback: “Paul contributed great thought leadership & problem solving skills...”

*Founder & Director · Paul Video*

Silicon Valley/Los Angeles, CA · 8/2008 – 12/2020

Duties: Writer, director, executive producer, production manager, technical director, camera operator, post-production supervisor, video editor, and graphic designer for Paul Video production house.

- Designed and developed a business plan specializing in high caliber online videos, film, motion design, logo design, and interactive menus.
- Delivered over 2,500 videos for Fortune 500 companies, agencies, broadcast, entertainment, education, film, non-profit, streaming, and other per-hire contracts. E.G.: Caesars Palace, KPBS, TEDx, UCLA, Yahoo, & more.
- Produced 8 short films with scope around story, marketing, and varying budgets.
- Increased video editing efficiency by 400% with software updates, file/project structures, and attended conferences.

Examples:

[UCLA TEDx](#) (Director, 1.7M views)  
[Divas Las Vegas](#) (Director, Blu-Ray)

[Rude Sleeping Beauty](#) (Writer/Director)  
[Andie](#) (Writer/Director)

*Video Production Designer · Cornerstone OnDemand*

Santa Monica, CA · 1/2017 – 9/2018

Duties: Video production and post-production supervisor for a small marketing team specific to Cornerstone University, a client-facing e-Learning video platform.

- Executed hundreds of production processes to match marketing brand guidelines for end-user experience using B2C and management software.
- Delivered over 250 videos, increased video output volume by 300% or 42 videos every quarter.
- Streamlined video ingest into the internal content management system.
- Volunteered 10% of hours to write and direct projects for other teams.

Examples:

[Realize Your Potential](#) (10k views)

[Cornerstone Product Releases](#) (20k views)

*Video Producer · Google, Inc.*

Mountain View, CA · 5/2014 – 5/2016

Duties: Producer, creative lead, video editor, motion designer, and camera operator for Google Analytics team.

- Spearheaded new pre- through post-production processes and maintained high production standards, such as storyboard templates, client in-take forms, and more.
- Delivered over 60 videos for 6 YouTube channels.
- Aided development and management of \$100K green screen studio build-out.
- Volunteered 15% of time for Google organizations and Analytics Academy websites.

Examples:

[Google Analytics for Beginners](#) (Course, 16M views)

[Google Tag Manager Fundamentals](#) (440K views)

[Advanced Google Analytics](#) (Course, 2M views)

*Video Production Specialist · Stanford University*

Palo Alto, CA · 1/2013 – 4/2014

Duties: Technical director, editor, and lead for the Center for Professional Development.

- Delivered over 60 post-graduate and business videos with live streaming webinars and camera operation.
- Concurrently director and editor for over 30 videos for 2014 School of Medicine MEDx conference.

*Senior Video Editor · PCTV*

San Marcos, CA · 8/2008 – 3/2010

Duties: Lead editor, motion designer, and post-production lead for television studio live broadcasts, off-line packages, and remote location shoots.

- Assistant producer and the senior editor for 2010 EMMY-winning Yellowstone documentary.
- Delivered over 100 videos of broadcast tv and web videos winning a multitude of industry awards.
- Created branding guidelines, new file organization, budgets for equipment, protocol to train media interns, and team culture.

## EDUCATION

*Bachelor of Arts*

Sonoma State University · Rohnert Park · 2006  
Liberal Arts, Cum Laude & Major Distinction

*Associate of Arts*

Palomar College · San Marcos · 2008  
Digital Production, Magna Cum Laude

## TECHNICAL SKILLS

Adobe Suite CC 2022 (AfterEffects, Illustrator, Photoshop, Premiere), AVID, ARRI, Camtasia, Canon, FCPX, Google Suite (Docs, Sheets, Slides), HTML, Jira, LITE panels, Livestream, Microsoft 365, RED Dragon EPIC, Sennheiser, Shotgun, Vimeo, WordPress, YouTube