

Paul Baker

Video Manager

415-264-3724

[LinkedIn](#)

PROFILE

A visionary director and producer telling inspirational branded stories with over 15 years experience. Lead diverse creative teams within Fortune 500 companies and execute the highest facets of all video production standards. Ready to scale video content for the company's mission to meet the needs of every user.

TOP SKILLS

Director
Production Producer
Storyteller
Post-Production Supervisor
Brand Identity
Story Writer

AWARDS

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

RELEVANT EXPERIENCE

Senior Video Producer

Google, Inc., Mountain View, CA · 10/2018 – Present

-[Video](#) studio manager and creative project manager for [Google Ads](#).

-Led all short and long-form branded productions of [off-line](#) videos, live stream events, motion animations, slide deck presentations, UI, and conference artwork; simultaneously managed six YouTube channels.

-Directed all filming/shoots, schedules, virtual and in-person sets, post-production, distribution, and retention.

-Supervised multi-disciplinary junior talent of camera operators, editors and designers with innovative time management/project, team resources, and tracking to improve annual performance reviews.

-Strategist with [guides](#) for stakeholders with storyline strategy solutions, cost performance, project trackers, [briefs](#), project goals, technical leadership across internal organizations like engineering, marketing, legal and more.

-Built-out internal 4k production studio with B&H vendor from the ground up with \$300k over 3 years.

-Executive Producer, [virtual event](#) vendor evangelist & film festival director for annual Google Video Summit.

-6-month bungee Video Director for end-to-end [video operations](#) for Motus, a fitness app start-up within Google, and delivered over [70](#) off-line videos and 319 streaming events.

-Created [remote production](#) kits to retain high-quality standards during COVID lockdown for AMER & EMEA.

-Adopted multiple internal certifications in project management, diversity, and accessibility design.

Examples:

[Introduction to Data Studio Course](#) (360K views)

[Google Analytics 4](#) (250K views)

[Unifying app and web measurement](#) (74k views)

[Google Policy Center - series](#) (62K views)

[Video Production Explainers](#) (internal)

Impact:

Client survey rating: 4.85/5 (250+)

VP feedback: “[Paul] is a leader that listens, embraces feedback, and strives for true business impact...”

Client feedback: “Paul contributed great thought leadership & problem solving skills...”

Founder & Director

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

-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.: Adobe, Caesars Palace, KPBS, TEDx, UCLA, Yahoo, & more.)

-Produced eight short films with scope around story, marketing, and varying budgets.

-Increased video editing efficiency over 12 years by 400% with software updates, file/project structures, and conference attendance (CES, EditFest, NAB, & more.).

Examples:

[UCLA TEDx](#) (Creative Director, 1.7M views)

[Divas Las Vegas](#) (Production Director, Blu-Ray)

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

[Andie](#) (Writer/Director)

Video Production Designer

Cornerstone OnDemand, Santa Monica, CA · 1/2017 – 9/2018

- 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 that matched evergreen brand guidelines for end-user experience using B2C and management software.
- Delivered and increased video output volume to 300%, 10 to 42 videos every quarter.
- Streamlined video ingests into the internal content management system.
- Weekly volunteer as a writer and director for other internal projects for the marketing team..

Examples:

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

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

Video Producer

Google, Inc., Mountain View, CA · 5/2014 – 5/2016

- Producer, creative lead, video editor, motion designer, and camera operator for Google Analytics team.
- Spearheaded all 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 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

- 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 directed and editor for over 30 videos for 2014 School of Medicine [MEDx](#) conference.

Senior Video Editor

PCTV, San Marcos, CA · 8/2008 – 3/2010

- 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 2023 (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, Shot Lister, Vimeo, WordPress, YouTube