

PALOMA RIOJAS

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PROFILE

Paloma Riojas brings a decade of experience and a USC MFA to her roles as a writer and executive in the entertainment industry, spanning independent film, television, and short-form content. Her collaborations with prominent talent and brands, including CBS, Showtime, Ford, Jarritos, InStyle Magazine, and Mattel, demonstrate her ability to bridge niche and mainstream projects. Paloma's achievements include seven Telly Awards and the National AAF's Mosaic Award, underscoring her exceptional contribution to the field. As a bilingual screenwriter, she has been recognized as an Outfest Screenwriting Lab Fellow and featured on the Black List Latinx TV List, evidencing her skill in crafting compelling narratives in both English and Spanish. Her involvement in the Mentorship Matters program alongside Netflix, HBO, and Amazon, as well as her role as a Writers' Assistant for Showtime and Paramount+, highlight her versatility and commitment to storytelling. With work premiering at prestigious festivals such as Sundance and Cannes, Paloma's diverse and impactful portfolio showcases her ongoing dedication to creating meaningful narratives and forging new connections across various projects and industries.

REPRESENTATION

UNITED TALENT AGENCY

Abby Glusker (LA) | Rachel Savage (NY)

EDUCATION

MFA TV/FILM PRODUCTION

*University of Southern California | 2013
School of Cinematic Arts*

BA COMMUNICATIONS

BA VISUAL ARTS, MEDIA

University of California, San Diego | 2006

WORK EXPERIENCE

WRITERS' ASSISTANT - CBS STUDIOS | YOUR HONOR S2 | 2022-2023

- Meticulous and concise note-taking
- Research
- Liaison between other departments
- Organizing contacts, Zoom, and scheduling
- Working with other support staff
- Pitching plot/character ideas

*SH reference available upon request

WRITERS' ASSISTANT - CBS STUDIOS | HAPPY FACE | 2021-2022

- Meticulous and concise note-taking
- Research
- Liaison between other departments
- Organizing contacts, Zoom, and scheduling
- Working with other support staff
- Pitching plot/character ideas

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WRITER/PRODUCER - POLLUTION STUDIOS | 2018-2022

- Project: Million Dollar Vegan - NGO based International Campaign
- 50 pieces of content (1-5 minutes), Won 2 Silver Telly Awards, 2019

DEVELOPMENT EXECUTIVE/PRODUCER - PINGUINO PRODUCTIONS 2016 - 2017

- Ideate and develop original series and film concepts
- Source and gauge new IP for project development.
- Lead content creation throughout the development & production lifecycle.
- Read and research all projects under consideration and/or development.
- Collaborate with writers, directors, talent, and external producers to develop creative materials.
- Track competing projects across the marketplace, buyer needs, and up-to-date on emerging technologies.
- Cultivate and maintain writer & talent relationships and lists.

CREATIVE DIRECTOR - GLORIA CONTENT | 2017

- Project: Jarritos, The Journey - Bilingual Commercial
- Won National AAF's Mosaic Award for Multicultural talent in advertising

CREATIVE EXECUTIVE - CANANA | 2012 - 2016

- Research potential show concepts and talent.
- Create pitch presentations, decks, and sizzles.
- Work with company Producers to build development and pitch strategy.
- Track market trends, buyer needs, and emerging technologies.
- Generate and maintain external relationships with agencies, production companies, and talent.