

CHRIS LOBAO

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SUMMARY

Creative Director and Video Marketing Producer with 15+ years of experience leading high-impact video strategy, production, and post-production for world-class entertainment and technology brands. Expert in developing end-to-end video campaigns that drive brand awareness, product adoption, and revenue growth. Proven ability to lead large-scale, multi-brand content initiatives—producing hundreds of videos annually across global B2B and B2C markets. Deep background working with entertainment IP, theatrical technologies, streaming partners, and consumer-facing product launches. Highly skilled in directing, editing, motion design, and leveraging creative A.I. tools to streamline workflows and elevate visual storytelling.

CORE STRENGTHS

Creative Leadership • Video Strategy • Brand Marketing • Post-Production Management • Campaign Development • Cross-Functional Leadership • AI-Driven Content Creation • Motion Graphics • Storytelling • Partner/Studio Collaboration • Trade Show Content • Asset Localization • Long-Form & Short-Form Editing • Technical Post Expertise

EXPERIENCE

Xperi Corp
Senior Editor, Marketing Content

- Executed end-to-end production: scripting, directing, shooting, editing, motion graphics, sound design, color, finishing, and delivery of all video marketing collateral for world class brands.
- Produced and oversaw more than 100 videos for the DTS 30th Anniversary Global Marketing Campaign, contributing to major brand engagement increases across consumer, partner, and platform channels
- Led production of multiple IMAX Enhanced video campaigns in partnership with Disney+ and Marvel, including promotional content supporting major IP releases and premium streaming rollouts.
- Produced and directed hundreds of videos for TiVo Operating System, supporting product launches, OEM partner integrations, and retail marketing initiatives across global markets.
- Developed hundreds of brand videos for DTS technologies, including DTS: X, DTS Virtual: X, DTS: Play-Fi, and IMAX Enhanced home entertainment technologies.
- Oversaw and produced hundreds of videos for HD Radio, supporting auto OEM partnerships, dealer education, and consumer awareness.
- Represented Xperi at major global trade shows including CES, IFA, and others—attending, filming, producing, and editing event coverage, recap reels, partner features, and product showcase videos.
- Delivered B2B and B2C video content that drove measurable revenue impact, strengthened brand positioning, and improved partner engagement across TV, soundbar, automotive, and theatrical technology markets.

Karga 7 Pictures
Production Coordinator

- Supported all phases of the scripted true-crime series Cry Wolfe on Discovery Investigations including casting, locations, logistics, and day-to-day shoot coordination.

Aftershock Digital Lead Editor

- Edited episodes, promotional content, and behind-the-scenes material for the A&E reboot of Orange County Choppers.

7ate9 Entertainment Lead Editor

- Lead editor for multiple broadcast and digital productions for Disney Channel, Discovery, and Various Network Projects
- Delivered high-energy promos, episodic content, interstitials, and branded storytelling for major entertainment networks.

CSU Association, CSU Northridge Creative Director and Editor

- Directed creative strategy and production of video and motion graphics content for university-wide marketing initiatives.
- Produced brand films, event media, promotional videos, and digital campaigns reaching thousands of students and stakeholders.

HONORS & AWARDS

- The Telly Awards - 2025 Silver Winner - Communications Video
- AVA Digital Awards - 2025 Platinum Winner - Long Form Video
- Hermes Creative Awards - 2025 Platinum Award - Communications Video
- Viddy Awards - 2024 Gold Winner - Non-Broadcast Financial Terms Video
- MarCom Awards - 2024 Platinum Award - Communications Video
- William R. Foster Honorary Alumni Life Membership Award - Excellence in Video Content (CSUN)

TECHNICAL SKILLS

- Avid Certified Professional - Media Composer
- Adobe Certified Expert - Premiere Pro
- After Effects, Photoshop, Lightroom, Media Encoder, Pro Tools, Google Veo, Runway ML, Adobe Firefly

EDUCATION

California State University, Northridge
Bachelor of Arts - Cinema and Television Arts
with a Minor in Philosophy