

CHRIS LOBAO

chrislobao.com

Orange County, CA. • christopherlobao@gmail.com • 661. 574. 5414

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.

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 Inc.

Senior Editor, Marketing Content

May 2020 - December 2025

- 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.
- Oversaw and produced hundreds of videos for HD Radio, supporting auto OEM partnerships, dealer education, and consumer awareness.

Video Editor, Marketing Content

April 2016 - May 2020

- Developed hundreds of brand videos for DTS technologies, including DTS: X, DTS Virtual: X, DTS: Play-Fi, and IMAX Enhanced home entertainment technologies.
- 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.

Aftershock Digital
Lead Editor
January 2016 - April 2016

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

Karga 7 Pictures
Production Coordinator
March 2015 - January 2016

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

7ate9 Entertainment
Lead Editor
January 2015 - March 2015

- Lead editor for multiple broadcast and digital productions for Disney Channel, Discovery, and Various Network Projects

CSU Association, CSU Northridge
Creative Director and Editor
January 2012 - January 2015

- 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