

CHRIS LOBAO

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SUMMARY

Video Marketing Professional with over 15 years experience leading global marketing strategy, production, and post-production for entertainment and technology brands. Proficient in Adobe and Avid ecosystems, and proven ability to leverage supplemental AI video tools. Proven track record of delivering performance-driven video campaigns that increase revenue, product adoption, and audience growth across B2B and B2C markets. Experienced in scaling international B2B/B2C content, and supporting product launches, OEM partnerships, and major trade shows like CES, NAB, and IAB. Skilled in leading cross-functional teams, integrating post-acquisition brands, and leveraging AI tools to optimize creative workflows.

CORE STRENGTHS

Video Campaign Development and Execution • Cross-Functional Collaboration • AI-Driven Content Creation • Revenue-Driven Marketing • Video Ideation • Production • Post-Production Management • Motion Graphics • Trade Show Design • Digital Asset Localization • Long-Form & Short-Form Editing

PROFESSIONAL EXPERIENCE

Xperi Inc. | April 2016 - December 2025

Senior Editor, Creative Marketing (Video Strategy & Production Lead)

Responsible for leading end-to-end production of global video marketing campaigns across multi-brand portfolio of DTS, TiVo, HD Radio, and IMAX Enhanced. Collaborated with Xperi's C-Suite, engineers, sales, marketing, and company partners to achieve brand awareness and growth goals. Managed high demand for product and brand videos during complex corporate restructurings tied to a \$5B+ transformation.

- Produced high-performing brand and product video campaigns resulting in 20% overall revenue growth of Xperi Inc.
- Created episodic series and social campaigns (Instagram, Facebook, TikTok, YouTube) for DTS technology, generating over 10% expansion to 300M users and achieving goal of implementation in 14 million vehicles by 2026
- Led video marketing strategy for TiVo OS and TiVo One, achieving 30% revenue increase in 2025
- Implemented new systems such as Frame IO, Asana, and AI video tools to streamline processes and optimize workflow

Video Editor, Creative Marketing

Delivered high-impact B2B and B2C content in multiple formats that drove measurable revenue growth, strengthened brand positioning, and increased partner engagement across TV, automotive, and theatrical markets.

- Developed and oversaw IMAX Enhanced video campaigns, coordinating with Disney+ and Marvel maintaining brand guidelines to ensure brand consistency
- Collaborated with Xperi Leadership teams and Executives to design and create valuable trade show content and live event coverage, including on-site production and rapid-turn social recaps

Karga 7 Pictures | March 2015 - April 2016

Production Coordinator

Supported all phases of production on the scripted true-crime series Cry Wolfe on Discovery Investigations.

California State University, Northridge | January 2012 - February 2015

Creative Director & Editor, Associated Students

Directed creative strategy and production of video and motion graphics for university-wide marketing campaigns, brand films, and digital media.

- **7ate9 Entertainment Internship - Editor**
Mentored with multiple broadcast productions for Disney Channel, Discovery, and various networks
- **Aftershock Digital Internship - Editor**
Edited episodes, promotional content, and behind-the-scenes material for the A&E reboot of Orange County Choppers

Cornerstone Studios | May 2005 - January 2012

Senior Editor

Camera Operator and Editor for multiple clients including county agencies, news, and PBS.

PROFESSIONAL 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)

CERTIFICATIONS & TECHNICAL SKILLS

Adobe - Certified Expert

- Premiere
- After Effects
- Illustrator
- Lightroom
- Photoshop
- Media Encoder

Avid - Certified Professional

- Media Composer
- Pro Tools

Generative A.I. Proficiency

- Google Veo
- Runway ML
- Eleven Labs
- Adobe Firefly

EDUCATION

California State University, Northridge

Bachelor of Arts – Cinema and Television Arts with a Minor in Philosophy

Modesto Junior College

Associates – Behavioral and Social Sciences