

## Paul Hanna

New York, NY 10012

paul@paul.place • +1 (586) 354-6612 • [LinkedIn](#)

### PROFESSIONAL EXPERIENCE

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**YouTube**, New York, NY

*Product Content Lead*

Feb. 2025 – Present

- Owns content strategy across 8 major product areas (Shorts, Copyright, Live, Premieres, Gaming, Music, Creator Tools, Playables), shipping Help Center articles and in-product copy for every product launch.
- Serves as primary liaison between Product, Policy, and Support teams, translating complex technical specifications into user-friendly guidance for millions of creators worldwide.
- Establishes data-driven content feedback loop process, analyzing support ticket trends to inform product development and reduce user friction in subsequent releases.

**Google Creative Lab**, New York, NY

*Creative Producer/Researcher – Internal Initiative*

May 2024 – Present

- Spearheads creative research and narrative strategy for generative AI tools like Veo, shaping early thinking around launch positioning and ethical storytelling.
- Develops pitch-ready narrative concepts and speculative campaign formats that inform internal conversations on product storytelling and public perception.
- Partners with cross-functional teams to translate emerging AI capabilities into compelling creative use cases and prototypes campaign ideas for early-stage review.

**Google**, New York, NY

*Account Strategist*

Sept. 2024 – Feb. 2025

- Developed comprehensive strategic documentation and implementation guides for 55 mid-market clients, translating complex Google Ads features into actionable business plans. (~\$40m annual spend)
- Created cross-channel campaign strategies that balanced technical optimization with user-focused messaging to drive measurable business outcomes.

*Customer Growth Associate, Team Lead*

June 2023 – Sept. 2024

- Managed strategic planning and execution for 120+ client accounts (~\$30m annual), creating standardized processes and documentation that enabled consistent results across diverse business verticals.
- Led team of 40+ associates, developing training materials and mentorship programs that improved team performance and knowledge sharing.

### SELECTED PROJECTS AND RESEARCH

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**Baxtop**, New York, NY

Nov. 2023 – Present

*Co-founder, Creative Director*

- Founded creative consulting agency specializing in content strategy for music artists and brands.
- Manages full project lifecycle from concept development to execution, overseeing multi-thousand-dollar creative contracts and long-term partnership development.

**Google DeepMind**, New York, NY

July 2023 – Present

*AI Principles Pioneer – Internal Initiative*

- Conducts adversarial testing, identifies potential misuse vectors, and evaluates ethics considerations for large language models and generative AI tools, including Gemini, Veo, and NotebookLM.
- Provides critical feedback and detailed reports to product and engineering teams based on red teaming results, directly influencing model refinement and safety feature implementation prior to launch.

### Creative Tech, Interactive Media, & AI Communication Systems Research

- Built gallery installation using NLP to generate neighborhood-specific pidgin languages for all NYC areas; exhibited at BRIC to hundreds of visitors as part of NYC Open Data Week, sponsored by NYC government.
- Created real-time music generation using computer vision and body tracking (OpenFrameworks, MaxMSP).
- Built web-based art project using ML face detection with automated screenshot capture (ml5.js).

### EDUCATION

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**New York University**, Tisch School of the Arts, New York, NY

M.P.S., Interactive Telecommunications Program (Creative Technology) | GPA 4.0, Red Burns Scholarship

**Columbia University**, Columbia College, New York, NY

B.A. in Film & Political Science | GPA 3.94, Dean's List, Laidlaw Fellow, Pi Sigma Alpha (Poli Sci Honors)

### SKILLS

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**Language:** French, Aramaic/Assyrian, Arabic

**Technical:** UX Writing, HTML/CSS, JavaScript, Physical Computing, C++, Python, Excel, PostgreSQL, Adobe Creative Suite, Google Analytics, Asana, Jira, Nielsen

**Other:** Directing, Producing, Creative Strategy development, Creative Research, GTM Planning, Copywriting, Content Strategy, Product Marketing