

Paul Hanna
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EDUCATION

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

M.P.S., Interactive Telecommunications Program, Red Burns Scholarship, Tisch School of the Arts Scholarship

Columbia University, Columbia College, New York, NY

B.A. in Film and Political Science, Dean's List (all semesters), GPA 3.94, Laidlaw Fellow, Pi Sigma Alpha

PROFESSIONAL EXPERIENCE

YouTube, New York, NY

Content Product Lead, Creative Producer/Researcher

February 2025 – Present

- Leads the full content lifecycle for high-impact product initiatives—from strategic planning and gap analysis to hands-on content creation, global launch comms, and post-launch performance evaluation
- Crafts and drives Go-to-Market strategies for feature releases across Shorts, Live, and Artist platforms, reaching and engaging millions of global creators
- Facilitates alignment between Product, Marketing, and Support teams on content needs and messaging for launches related to Shorts, YT Music Artists, Live, Copyright, Gaming, and emerging media products
- Balances long-term vision with on-the-ground execution, managing cross-functional initiatives spanning content strategy, comms planning, vendor oversight, and asset development
- 20% project: Develops creative marketing collateral with Google Creative Lab, from pre to post production

Baxtop, New York, NY

Nov. 2023 – Present

Co-founder, Creative Director

- Founded creative consulting agency designed to uplift music artists and brands through high quality content
- Oversees the full pitch-to-publish cycle: creative ideation and artist outreach to securing investment and executing cross-platform campaigns across music, visual media, and digital presence
- Directs long-term artist/commercial partnerships and multi-thousand-dollar creative contracts and pipelines
- Leads all aspects of visual production and brand identity, from concept to final cut

Google, New York, NY

Engage Account Strategist, Creative Producer/Researcher

Sept. 2024 – February 2025

- Developed and implemented joint business plans for 55 medium-sized Google Ads clients resulting in \$40m revenue annually
- Designed and implemented multichannel marketing campaigns that combined performance-driven strategy with creative experimentation to elevate brand visibility and conversion
- 20% project: Develops creative marketing collateral with Google Creative Lab, from pre to post production

SPARK Growth Associate, *Creative Producer/Researcher*

June 2023 – Sept. 2024

- Scaled revenue and improved ROI for \$30m portfolio of 120+ clients quarterly across 20+ business verticals, partnered with client and agency stakeholders to develop growth plans and implement marketing strategy, driving millions in incremental revenue quarter over quarter for Google
- Served as team lead, mentoring and guiding 40+ Googlers to achieve KPIs and increase YOY revenue
- 20% project: Develops creative marketing collateral with Google Creative Lab, from pre to post production

CNN, New York, NY

Sept. 2021 – Dec. 2021

Ad Sales Research Intern

- Researched macro-level trends about consumer buying power within the media industry for the last 5 years, identifying and implementing key opportunities that increased ad-revenue by 200% with target audiences
- Assembled forecast models for advertising trends, targeting \$900bn in yearly spend for key demographics
- Produced and presented dozens of client-facing sales deliverables and RFP requests to key stakeholders

Kargo, New York, NY

June 2021 – Sept. 2021

Partnerships Intern

- Prospected hundreds of new clients and forged dozens of partnerships with publishers like the BBC
- Assembled ad-performance data reports for over 500 clients to develop revenue growth strategy
- Engineered automated discrepancy reporting solution that reduced time spent preparing reports by 95%

SKILLS

Language: French, Aramaic/Assyrian, Arabic

Technical: JavaScript, Physical Computing, Python, Excel, PostgreSQL, HTML/CSS, Adobe Suite (Lightroom, Photoshop, Premiere), Google Analytics, Asana, Jira, Nielsen

Other: Directing, Producing, Creative Strategy development, Creative Research, Financial Forecasting, Client Relations, Public Speaking, Research Analytics, Benchmarking

Interests: Fencing (Sabre), Filmmaking/Videography, Published Poet (Michigan Quarterly Review), Tennis, Published Web Artist (Oral.pub)