

PAUL VASQUEZ



CONTACT

- Paul.Vasquez@abc.com
- 323-899-9725
- Los Angeles, CA 90047
- www.editorpaulvasquez.com/

EDUCATION AND TRAINING

Bachelor of Arts – Psychology 04/2014

California State University -
Dominguez Hills

PromaxBDA Promo Pathway Marketing Certificate 06/2017

Santa Monica College

Creative Leader Award

SKILLS

- Knowledgeable in photo and video editing software
- Creative Story Telling
- Project Management & Leadership Expertise, Flexible, Problem Solver, Collaborative
- Training & Mentorship experience, Networking and rapport-building
- Bilingual in English and Spanish, Culturally-sensitive,

CANDIDATE PROFILE

Meticulous Assistant Editor with four years of experience in Entertainment Marketing. Successful at multitasking and overseeing delivery of industry-leading Digital and On-Air promos. Well-versed in current events and changing conditions with ability to apply expertise to oversee crisp, clear and engaging content. Dedicated to dynamic stories from uncommon, unique sources, with an enthusiasm for being part of a proactive team and bringing modernity and innovation to an organization.

EXPERIENCE

Assistant Editor

ABC Entertainment Marketing | Los Angeles, CA | 10/2017 - Current

- Collaborated with creative directors, graphic designers and producers to execute projects with precision and achieve project goals.
- Established new workflows to help expedite greater demands in digital content.
- Developed social media initiatives and created daily content on Facebook, Twitter, Instagram and emerging social platforms to engage current fans and acquire new ones. Garnered over 80 million views online.
- Led trainings in latest editing software to improve overall efficiency performance of team.

Entertainment Marketing Intern

ABC Entertainment Marketing | Los Angeles, CA | 04/2017 - 10/2017

- Analyzed protocols and offered recommendations to improve processes and maximize productivity.
- Researched and compiled information regarding best digital practices from competitors and other digital platforms.
- Worked on shows--from brainstorming strategies up to creating content for the season finale

Family Advocate

Volunteers of America | Compton, CA | 06/2014 - 04/2017

- Utilized task prioritization and data organization skills to effectively manage a large caseload.
- Served as liaison between students, homes, schools, family services, child guidance clinics, courts, protective services, doctors and other contacts to help children facing problems such as disabilities, abuse or poverty.
- Facilitated parental workshops and classes that helped provide support to facilitating children's academic success.
- Partnered with families and provided resources to build growth that promoted better self-reliance.