CHRISTOPHER SANTIAGO

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CAREER HIGHLIGHTS

Senior Producer, Creative Innovation

2025 – Present | Le Truc (Publicis Groupe)

- Lead end-to-end development of an agentic AI product built on LLM systems, translating strategic vision into roadmaps and prioritized features in partnership with product teams.
- Orchestrate collaboration across global, cross-functional teams (product, content, design, creative, engineering, and executive-level stakeholders) to drive alignment on priorities and decisions.
- Manage scoping and execution across a distributed org, establishing scalable AI/creative tech processes and weekly planning cadences while adapting to shifting requirements.
- Concept and produce work hands-on with creative teams, applying the latest multimodal generative AI tools.
- Design and implement GenAI-driven automation workflows for creative and video projects supporting client and pitch work.
- Advise client and internal teams on AI, digital, and creative tech production, including AI/LLM citation (GEO/AEO).
- Drive AI compliance reviews, such as prompt audits and copyright checks, with legal and business affairs teams.

Interactive Producer

2021 – 2025 | Droga5 (Accenture Song)

- Led production on “FirstAI-IDKit.com,” Accenture's 2024 AI platform, across global teams and disciplines.
- Managed production of "Meet Your Digital Maker," an interactive AI face-and-voice web video experience.
- Directed daily operations for HP/Ferrari's GenAI-driven "Tifosi Foto Booth" during the 2025 Miami Fan Week activation.
- Produced Dove's 2024 Body Love campaign, overseeing digital and social assets across international markets.
- Delivered design systems and CG assets for “Let There Be Change,” Accenture's 2023 global campaign.

Associate Digital and Video Producer

2019 – 2021 | RPA (Rubin Postaer and Associates)

- Led a 3-phase website redesign and consolidation with a multidisciplinary digital team.
- Produced Honda's first cross-team (video and digital) project.
- Managed video, animation, banners, print, and stills for Honda Info Center and Honda Tech Tutor websites.

Producer/Photographer Assistant, Social Media

2014 – 2017 | Mattel Creative Studios (Mattel Inc.)

- Created 300+ pieces of social media content (photos and videos) for the Facebook and Instagram channels of Barbie, BarbieStyle, Monster High, and Ever After High.
- Won a 2016 Clio Silver Award (Zoolander 2 and Mattel @BarbieStyle Instagram Campaign).

SKILLS SUMMARY

- Produce AI-driven projects, products, immersive experiences, and content across digital platforms.
- Manage communication between internal production and external vendor teams.
- Collaborate with respective stakeholders to refine creative ideas.
- Create scopes (schedules, deliverables, estimates).
- Identify and resolve roadblocks, escalating when necessary.
- Ensure delivery through issue tracking, budget management, status reporting, and task list creation.

EDUCATION

B.A. Public Relations and Advertising — Chapman University, Magna Cum Laude **2016 – 2018**

A.A. Liberal Arts: Social and Behavioral Science; A.A. Photography — Santa Monica College, Cum Laude **2012 – 2014**