



CHRISTOPHER SANTIAGO

CONTACT

santiago.jchristopher@gmail.com
(562) 347 - 8357
Los Angeles
linkedin.com/in/jchrissantiago
www.christophersantiago.net

SKILLS

- SiteCore, Smartsheet, Box, Jira, Confluence, Abstract, AURA, ProofHQ
- Adobe InDesign, Illustrator
- Adobe Photoshop, Lightroom, Bridge
- Mac and Windows OS proficient
- MS Office Suite and MS Project
- Fluent in reading, writing, and speaking Tagalog and Chinese Mandarin

EDUCATION

B.A. PUBLIC RELATIONS AND ADVERTISING (2016 - 2018)

- Chapman University, Cum Laude
- Founder's Scholar, Chapman Grant

A.A. LIBERAL ARTS: SOCIAL AND BEHAVIORAL SCIENCE (2014)

A.A. PHOTOGRAPHY (2014)

- Santa Monica College, Cum Laude

HUSTLE !

PRODUCER & PHOTOGRAPHER

- Produces various shoots with multiple creatives (hair stylists, make up artists, wardrobe stylists, etc.)
- Works with clients, talent and modeling agencies, and art directors
- Shoots commercial, fashion, product and portrait photography
- Published in various print and online Magazines (HUF, Vulkan, Bello, etc.)

WORK EXPERIENCE

MAY 2019 - PRESENT

RPA: RUBIN POSTAER AND ASSOCIATES ASSOCIATE DIGITAL AND VIDEO PRODUCER CLIENT : HONDA

- Produced the 1st cross-team, \$300k video collaboration project for Honda's sales and dealer websites, and YouTube
- Leads content and video production for Honda websites (Honda Tech Tutor and Honda Info Center) - including but not limited to digital banners, print materials, and images
- Liaise and problem solves issues between agency teams and production vendors during shoots and post production
- Producing a \$400k 3-phase website migration redesign with an interdisciplinary digital team
- Create detailed project scopes (schedules, budgets, deliverables, estimates)
- Ensure project delivery through issue tracking, budget management, status reporting and task list creation
- Serves as Director of Photography for RPA's production house (Helium) on in-scope client and internal projects

OCT - MAR 2018 - 2019

FREELANCE PRODUCER (MANILA, PHL) CLIENTS : JCAS ALLEY, CASA PILAR, KRISPYRITO

- Led all client communication and negotiation from presentation to budgeting
- Headed rebranding campaign for JCAS Alley including pitch, strategy, digital, and marketing tactics
- Built launch campaign for Casa Pilar and Krispyrito

JUNE - AUG 2018

R/GA (IPG) PRODUCER APPRENTICE CLIENT : WESTERN DIGITAL CORPORATION

- Produced R/GA LA's internal Social Good Project
- Worked on multiple client projects concurrently: product launch, trade show booth, product renaming, rebranding
- Maintained integrated projects from kick-off to delivery, on time, on budget, and on brief
- Ensured scoped hours for project teams are on track
- Sustained day-to-day communications with internal team (meetings, notes, status reports, task lists, etc.)

JUNE - JAN 2014 - 2017

MATTEL CREATIVE STUDIOS (MATTEL INC.) SOCIAL MEDIA, PRODUCER/PHOTOGRAPHER ASST.

- Created over 300 social media assets (photos and videos)
- Launched 2016 Barbie Fashionista line (Curvy, Tall, Petite)
- Assisted Art Director in ensuring creative is met when creating content for Facebook and Instagram channels of Barbie, BarbieStyle, Monster High, and Ever After High
- Photographer or assisted in various studio/location shoots
- Won 2016 Clio Award Silver (Zoolander 2 & Mattel @BarbieStyle Instagram Campaign)