

RAFFI J. PAUL

CREATIVE VIDEO PRODUCER & GRAPHICS ANIMATOR

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STATEMENT

Emmy Award-winning producer with 7+ years of experience leading video production from concept through final delivery. Skilled at translating complex ideas into compelling visual stories for digital media. Expertise spans live action, motion graphics, and cross-functional collaboration with writers, editors, and animators.

CORE SKILLS

- End-to-End Video Production (Concept to Delivery)
- Adobe Creative Suite (Premiere Pro, After Effects, Photoshop)
- Motion Graphics & Animation
- Experience Producing Branded Content
- Managing Contractors and Video Shoots Abroad
- Multi-Platform Content (Social, Web, YouTube, Broadcast)

EDUCATION

2014 - 2017 M.F.A. FILM & ELECTRONIC MEDIA
American University

2008 - 2013 B.A. FILM + B.A. ENGLISH
George Mason University

SELECTED EXPERIENCE

07/2023 - Present

CNBC MAKE IT | Video Producer

- Leading end-to-end production of digital video stories, from pitching through scripting, filming, editing, and final delivery, optimized for web, mobile, and social distribution.
- Partnering with reporters, designers, and editors to translate complex financial and workplace concepts into clear, engaging video narratives for a broad audience.
- Pitching and developing original content ideas that align with audience growth and brand strategy.

06/2022 - 04/2023

CHEDDAR NEWS | Video Producer

- Produced and hosted explainer videos, managing research, scripting, filming, and editing.
- Directed interviews with industry experts, shaping complex topics into engaging video formats.
- Oversaw graphics and creative direction to ensure brand consistency across broadcast and digital content.

03/2021 - 06/2022

PCMAG.COM | Associate Video Producer

- Produced product-focused content, including short-form reviews and long-form interviews.
- Collaborated with editorial and design teams to deliver polished tech-focused video assets.
- Created product demos and explainer videos with live action and animation.

11/2020 - 01/2021 &
03/2017 - 05/2017

DISCOVERY COMMUNICATIONS | Assistant Editor

- Included: *Puppy Bowl XVII*, *Body Bizarre*, *Iron Resurrection*, and a special on Disney's Animal Kingdom

08/2019 - 09/2020

ARMENIA TREE PROJECT | Video Producer

- Directed and edited branded video campaigns for nonprofit initiatives, overseeing creative development through final cut.
- Produced compelling social content that increased awareness and audience engagement.

04/2018 - 08/2019

WRITEBRAIN FILMS AT 2U | Junior Editor

- Edited original course content for partner universities, enhancing learning experiences with motion graphics and creative storytelling.

10/2017 - 04/2018

HHMI TANGLED BANK STUDIOS | Assistant Editor

- Supported award-winning science documentaries for Howard Hughes Medical Institute's production company, contributing editing and graphics for Emmy-winning projects.
- Included: *The Farthest: Voyager in Space*, *The Serengeti Rules*, and *Vaccines: Calling the Shots*

INTERSHIPS

CONSERVATION INTERNATIONAL, SMITHSONIAN'S NATIONAL ZOO, NATIONAL WILDLIFE FEDERATION, WETA-TV