

Paolo Grassini

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About Me

As a producer and editor who creates content for all video platforms, I have an ambitious and detail-oriented entrepreneurial eye for technology and new content. With over a decade of experience in video and audio production, I love producing content and being a constant source of ideas.

I've been fascinated by the magic of movies ever since I pressed play on my aunt's VHS player and saw that T-Rex burst out of its cage in *Jurassic Park*. Ever since, I submerged myself in all things related to film, music and TV. Along the way, I mastered all the skills and experience needed to produce and edit storytelling driven content that resonates with viewers.

Experience

Lead Producer/Editor - ESPN Creative Studios

ESPN – Los Angeles, CA

2013 – present

Manager and Producer of *Studio 4*, a “one-man-band” multi-camera media production studio designed to create content for all platforms.

- Producer of the ***Heineken ESPN FC Boot Room***, an annual **\$16 million branded content ad integration**, for a total of **(5) five years, \$80 million.**
- Creator of the ***ESPN ESPORTS Omen by HP*** branded content studio integration, **generating over \$500K in revenue**. The first ever ESPN Esports studio sponsored content.

In my role, I evolved Studio 4 to support multiple sponsored shows in order to bring additional revenue while keeping operating costs at a minimum.

I produce, shoot and edit all content for *Heineken ESPN FC Boot Room*.

This includes, but not limited to:

- Experience in all aspects of video production.
- Strong attention to detail for editorial and quality control.
- Expert in Adobe Creative Suite (Premiere, After Effects, Photoshop) and Avid
- Script writing.
- Short-form and long-form social and digital video production.
- Manage a \$300K budget for production and guests.
- Experience in audio production, including music/SFX editing and VO recording.

In the other half of my role with ESPN Creative Studios, I collaborate with other shows and teams at ESPN to find opportunities that support company content priorities.

- Pitched and developed the first in-studio sponsorship for ESPN ESPORTS, generating over \$500K in revenue from Jan 2018 to April 2019. This involved:
 - Initiating a collaborative process between various ESPN departments and third-party vendors.
 - Produced, shot and edit the pilot episode for Omen by HP ESPN Esports.
- Developed the “*What Were You Thinking?*” pilot, a branded content integration for ESPN’s The Jump, which is currently in the sales market priced at \$700K.
- Along with the NBA team, I launched The Hoop Collective (podcast) digital series on ESPN YouTube. An episode from The Hoop Collective went on to become the 2nd most viewed original content on ESPN YouTube.
- Created “*When Did You Know?*” video series for The Jump, consisting of (4) four five minute episodes, distributed on linear (TV) and Digital (The Jump).

Professional Work Reel

https://youtu.be/H6ZDpPPD_9M

Personal Work Reel

<https://bit.ly/3dQcXrE>

Producer/co-director & writer/editor

present

Reel Love short film (in post-production)

- Co-wrote, produced, co-directed and edited the short film Reel Love.

Film Synopsis: Michael, a hopeless romantic film projectionist, stumbles upon a magical film projector that takes its audience into the movie. After discovering this, he runs off and cuts together an epic film montage of all the most romantic scenes in cinema in the hopes of recreating them with the girl he’s been secretly in love with, thus making her fall for him.

Editor/Animator

2020 – present

Jigowatts YouTube channel

- Creator of Jigowatts YouTube channel, featuring in-depth video essays celebrating great works of art within film music and soundtracks. <https://bit.ly/3dQcXrE>

Segment Producer

2010 - 2012

De Pelicula – Wapa TV, San Juan, PR

- Post-production supervisor and occasional on-camera talent

Production Assistant (Creative Services)

March 2013 – November 2013

ESPN – Los Angeles, CA

Education

University of California Los Angeles (UCLA)

Los Angeles, CA

Professional Producing Program Certificate

August 2014

University of Sacred Heart

San Juan, PR

Bachelor of Arts, Telecommunications

May 2009

Language

English, Spanish and Italian