

## Paul Ulane

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## Experience

JANUARY 2022 - JANUARY 2023

Vox Media, New York, NY - *Executive Director, Scripting; Vox Creative*

- Oversaw the scripting team for Vox Creative, Vox Media's creative agency
- Managed a team of seven full-time employees plus a roster of over 10 freelance writers, coordinating their schedules and ensuring timely delivery of projects on, or under, budget
- Revamped the scripting process by implementing a new feedback system, resulting in a decrease in script revisions and an increase in client approvals
- Oversaw and executed creative treatments and scripts for over 50 video productions with a focus on combining organic client integration with engaging narratives
- Ran creative development on internal content marketing campaigns with partners like Snapchat, JPMorgan Chase, and Campbell

MAY 2018 - DECEMBER 2021

Group Nine Media, New York, NY - *Executive Director; Brandshop*

- Oversaw the expansion of the writing team into two distinct functions by establishing a new in-house scripting pod dedicated to video campaigns
- Updated workflow process across departments to improve efficiency and minimize project turnaround to fit expedited timelines
- Collaborated with major clients such as Campbell, Seagram's, and Clorox to create high-performing campaigns that hit requested KPIs
- Led a team of writers to produce engaging video content for multiple \$1M-plus campaigns

JULY 2016 - MAY 2018

Thrillist, New York, NY - *Director of Branded Content*

- Conceptualized and executed successful branded content campaigns with Chobani, Spotify, Toyota, and more, from pitch to publication
- Collaborated with sales leadership to develop and hit customized KPIs for each campaign, resulting in high client satisfaction rates and repeat business
- Managed a team of writers to produce high-quality written content across various platforms, including social media, email marketing, and website articles
- Collaborated with product team leadership to deliver first-to-market content formats

MARCH 2012 - JULY 2016

Mandatory.com, New York, NY/Santa Monica, CA - *Editor in Chief*

- Established and executed all editorial, social media, video, and partnership strategies for Mandatory.com

- Within the first year of taking over the site, more than doubled monthly unique visitors to the site, from 4M to 10M
- Organically built up more than 2.7 million fans to the Mandatory Facebook page
- Developed on-brand editorial plans to deliver impression goals for a variety of campaigns, including MillerCoors, Toyota, Jim Beam, Axe and more
- Created, executed, and assigned original viral content consistently picked up by Gawker, Reddit, BuzzFeed, ESPN, Deadspin, Sports Illustrated, and Bleacher Report, among others

AUGUST 2006 - MARCH 2012

Sports Illustrated Kids, New York, NY - *Senior Producer*

- Worked with product team to execute new projects and updates for SIKIDS.com
- Managed relationships between outside vendors and the site
- Produced 4-7 blog posts per day on the site
- Wrote features for Sports Illustrated Kids magazine
- Hosted SI.com's Game Room video series (sports video game coverage)

MAY 2001 - AUGUST 2006

Maxim.com, New York, NY - *Senior Editor*

- Ran the entertainment section for Maxim.com, including managing freelance staff for movie, TV, music, video game, and book coverage
- Produced, wrote, and hosted entertainment and sports related video content for the site
- Wrote daily NBA blog
- Managed day-to-day activities across Stuffmagazine.com

## Education

September 1997 - May 2001

New York University, New York, NY - *Bachelor of Arts*

*Major in Journalism; minor in Metropolitan Studies*