

ROBBIE TASSARO

CREATIVE PRODUCER • VIDEOGRAPHER • EDITOR



Current: **NHL, Live Nation, The Springhill Company**
Previous: **Spotify, CBS, Penske Media Corporation, MSG**

A detailed creative with 20+ years of experience in fast-paced production environments.

✉ robbietassaro@gmail.com

☎ 818.321.3370

📁 [portfolio](#)

🌐 [linkedin](#)

Adobe Premiere • After Effects • Photoshop • Illustrator • Media Encoder • Audition • DaVinci Resolve • Avid • FCP

Sony • Blackmagic • ARRI • RED • Panasonic • GoPro • DJI • Canon • 16mm film

RECENT EXPERIENCE

 **SENIOR CREATIVE PRODUCER / VIDEOGRAPHER, MUSIC ORIGINALS**
SPOTIFY, 7/16 - 12/23

ROLE OVERVIEW

Conceptualize, develop and execute various creative projects while collaborating cross-functionally with both internal stakeholders and external partners. Produce, direct, shoot, edit, sound mix, color-grade and deliver original video content to more than 25M users per month. Provide creative input, do quality control and output to specific formats of final products. Acquire and manage resources, equipment and maintain post-production facilities with the latest software and gear.

Helped build an original crew of 4 members to a fully functioning 50-person content studio consisting of creative, operations, production, post, and recorded music teams. The studio produced over 500 video campaigns annually with top artists including Paul McCartney, 21 Savage, U2, Daddy Yankee, Travis Scott, Metallica, Justin Timberlake, Megan Thee Stallion, Kacey Musgraves, Bad Bunny, Green Day, The Raconteurs, Shania Twain and many others.
Press: musical.ly

KEY ACCOMPLISHMENTS



Lead editor for Spotify's first feature-length concert film, Paul McCartney: Under The Staircase.

Press: [Billboard](#) | [Trailer](#)



Supervising editor for the RapCaviar, Hot Country, and Viva Latino video programs. Press: [The Verge](#)



Senior videographer for Spotify Singles program. Over 50M video views on social, leading to over 2B streams globally. Promo: [Laufe](#)



Lead editor for mini-documentaries that accompany Spotify's global artist development program of emerging stars. Documentary: [girl in red](#)

 **SOCIAL MEDIA MANAGER / CONTENT CREATOR**
TBDM LLC, CURRENT / FREELANCE

ROLE OVERVIEW

Ideate, produce, capture, edit and deliver content for recording artist, *The Black Dahlia Murder*. Execute strategy, manage accounts, analyze performance metrics, and ensure effective online presence. Manage everyday activities including monitor mentions, engagement, comment & DM response, and schedule posts. Instagram: [TBDM](#)

 **VIDEOGRAPHER**
MSG NETWORK, 9/09 - 5/11

ROLE OVERVIEW

Produce, shoot & edit daily high school sports packages for broadcast on *MSG Varsity* channel.

 **LEAD VIDEOGRAPHER**
CBS, 2/14 - 7/16

ROLE OVERVIEW

Produce & edit entertainment news packages for broadcast on *Entertainment Tonight* and *The Insider*.

 **VIDEOGRAPHER**
PENSKE MEDIA CORP, 1/12 - 2/14

ROLE OVERVIEW

Create, shoot and edit content and specials for Variety, Deadline, Univision and ION Television.

EDUCATION



B.A. in Film & Television
Monmouth University