

# ROBERT LOPEZ

**Social & Video Content Leader | Audience Growth & Live Programming | Founder, ROBATO Media**

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B.A., Communication & Media Studies, Misericordia University

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## PROFILE

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Social and video content leader with 10+ years turning live sports and culture into content that performs. Rose to Senior Manager at FanDuel, leading organic video and live programming across YouTube, Twitch, TikTok, Instagram, X, and Facebook, with core video and broadcast roles on award-winning campaigns including the back to back Grand Clio winning Kick of Destiny. Earlier built podcast slates for The Athletic and The Ringer and ran a national sports desk as Editor-in-Chief. Now founder of ROBATO Media.

## EXPERIENCE

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### **ROBATO Media (robotomedia.com), Poconos, PA**

Jun 2026 – Present

*Founder & Creative Director*

- Creator-led video and content studio serving local businesses and personal brands with short-form video, drone aerial, social distribution, and growth operations, run solo end to end, with clients on recurring monthly retainers.

### **FanDuel, New York, NY**

May 2021 – Jun 2026

*Video Content Senior Manager | Video Content Manager*

- Led FanDuel's organic social video function for five years, setting strategy and directing a content team of 4+ and 6+ brand influencers across every major campaign, including Kick of Destiny (back to back Grand Clio winner at Clio Sports, 2023 and 2024), Futures Day (Effie winner), ChuckGPT (Shorty Award winner and Clio Sports Gold), Trey Day, Dinger Tuesday, March Madness, Kentucky Derby, and the Olympics.
- Grew FanDuel's flagship YouTube channel from roughly 15K to 155K subscribers and 143M+ lifetime views across 10,000+ videos; drove 100M+ views across social and video in 2025.
- Launched three YouTube channels from zero and led each through its first year before handing off to the appropriate internal teams; the channels have since grown to 920K+ combined subscribers and 160M+ views: Up & Adams with Kay Adams (537K), Run It Back (294K in 26 months), and FanDuel Casino (93K).
- Grew FanDuel's social portfolio spanning the flagship and Sportsbook accounts: TikTok to 830K+ combined followers and 81M+ likes (@fanduel up from roughly 130K), and X to 880K+ combined followers (@FDSportsbook quadrupling from 118K to 485K), within a brand portfolio that reached roughly 2.9M followers across 10 accounts.
- Ran live programming end to end on YouTube and Twitch (streams, promo, broadcast production, talent, post-show content), including Kick of Destiny live broadcasts with Rob Gronkowski (51K+ peak concurrent), NBA Draft Lottery and All-Star watchalongs, and the weekly Ringer Sunday Pregame series; also supported FanDuel commercial shoots.
- Built a dual-format publishing engine (~200 videos/month) tied to the live sports calendar; pivoted the mix to ~89% short-form early, with Shorts outperforming long-form roughly 4x; the flagship channel's top 20 most viewed videos are all Shorts.
- Produced creator and gaming activations including the free to play Warzone Fantasy Challenge with TimTheTatman (1.1M+ views across creator broadcasts) and partner content across TimTheTatman's channels.
- Produced and directed branded content with Shams Charania, Rob Gronkowski, Pat McAfee, Kay Adams, Blake Griffin, Alexander Volkanovski, Lou Williams, Michelle Beadle, and Chandler Parsons.
- Owned paid promotion decisions on YouTube and TikTok; helped set influencer budgets and negotiate deliverables and content terms with high-value sponsors.

### **The Athletic, New York, NY**

Mar 2019 – Jun 2020

*Podcast Producer*

- Created, developed, and produced 7 podcasts including The Daily Ding, a national daily NBA show, five team-specific shows, and an interview series.

- Produced for talent including David Aldridge, Sam Amick, Zach Harper, Joe Vardon, Jon Krawczynski, and Kendra Andrews; coordinated guests, rundowns, and sponsor content; supported live coverage at 2020 NBA All-Star Weekend and two NBA Drafts.

### **The Ringer (Spotify), New York, NY**

Dec 2020 – Apr 2021

*Production Assistant (Freelance)*

- Supported daily production on national sports podcasts including New York, New York with John Jastremski and The Ringer NFL Show with Nora Princiotti, Kevin Clark, and Danny Heifetz.

### **Count The Dings, New York, NY**

2018 – 2021

*Podcast Producer*

- Produced and edited 2 to 4 shows per week across NBA, politics, and music alongside founder Jade Hoye, working with talent including Big Wos, Amin Elhassan, Michael Brooks, and Travonne Edwards; helped produce live shows at venues across the country and created promotional assets for free and Patreon-exclusive content.

### **FanDuel, New York, NY**

Apr 2018 – Mar 2019

*Social Media Associate*

- Ran @FanDuel social accounts with photo, video, and live coverage of the 2018 NBA Playoffs and Finals, NFL, MLB, and the World Cup.

### **Def Pen Media, Brooklyn, NY**

May 2014 – May 2019

*Sports Editor-in-Chief / Lead Writer*

- Led an editorial staff of 7+ writers, personally publishing roughly 10 SEO-optimized stories daily; managed social accounts with a 130K+ combined following, including Vine content with 51M+ loops.
- Bylines and work featured in Huffington Post, Bleacher Report, Fox Sports, CBS Sports, and NBC Sports.

## **LIVE EVENT COVERAGE**

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On-site content and live coverage in credentialed media and talent environments under same-day deadlines: multiple Super Bowls, NBA and WNBA All-Star Weekends, NBA Summer League, NBA Cup, Kentucky Derby, MLB regular season and playoffs, and brand concerts featuring T.I., Ludacris, and Calvin Harris.

## **SKILLS & TOOLS**

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**Production & Editing:** Adobe Premiere Pro, After Effects, Photoshop, CapCut, Canva, Final Cut Pro; DJI Osmo Pocket 3, DJI Air drone, GoPro POV, wireless audio and lighting.

**Social & Strategy:** Short-form and long-form video, live programming, audience growth, content strategy, SEO direction, analytics, paid promotion, Meta Business Suite, podcast production, editorial leadership.

## **AUDIENCE & REACH**

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Personal platforms: verified X @r0bato (5.8K+ followers) and TikTok @r0bato (33K+ followers, 473K+ likes), a self-built sports media audience with viral clips up to 5.8M views.