

REYNALDO ROSALES

Senior Creative Producer • Lead Editor | Los Angeles (On-Site / Remote)

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SUMMARY

Creative Producer and Editorial Lead with 10+ years developing and producing audience-first video content across film, streaming, advocacy, and branded storytelling. Experienced managing projects end-to-end—from research and creative development through production, post, publishing, and promotion. Known for strong editorial POV, collaborative leadership, and delivering digital-native content that drives engagement and fuels fandom.

AREAS OF EXPERTISE

Creative Development, Pitch Decks, & Treatments
Editorial Storytelling & Interview-Driven Formats
Set Visits, Talent Capture & Vendor Oversight
Post-Production Supervision & Feedback Management
Digital Publishing Workflows (Metadata, Thumbnails, Transcripts)
Cross-Functional Stakeholder Alignment
Audience Engagement & Performance Insights
Adobe Suite - Illustrator, Photoshop, Premiere, After Effects | Frame.io | Airtable | Wrike | CMS Workflows

EXPERIENCE

FREELANCE / CONSULTING

Creative Producer, Editor & Editorial Lead | 2023 – Present

Develop and oversee video projects across entertainment, streaming, and advocacy—managing concept through final delivery and publishing.

Lead creative development, shaping concepts into treatments, scripts, and execution plans aligned with platform distribution strategies.

Conduct deep research into titles and subject matter to identify compelling fan-facing angles and talent-driven content opportunities.

Manage on-site and vendor-led productions, maintaining timelines, budgets, and creative standards.

Supervise post-production across multiple feedback rounds, balancing stakeholder notes with editorial clarity.

Partner with publishing teams to deliver thumbnails, headlines, metadata, and transcripts optimized for digital discoverability.

Select Work Includes:

Warner Bros. Home Entertainment – Blu-ray Special Features

Universal Studios – Anniversary & legacy content

WONDROS – Social-first campaign video and episodic storytelling

Watering Hole Media & The Root – Creative social & episodic series development

PARTICIPANT MEDIA

Senior Creative Producer & Lead Editor | 2012 – 2023

Led creative development and execution of trailers, digital series, interview-driven content, and promotional campaigns for award-winning film and television.

Produced and edited premium video content from ideation through final delivery across streaming, digital, and theatrical platforms.

Conducted content immersion and developed editorial POVs for films including ROMA, WONDER, Dark Waters, Descendant, America to Me, GREEN BOOK, Un Mujer Fantastica, John Lewis: Good Trouble.

Managed junket integration, talent capture, and behind-the-scenes content development.

Oversaw complex post-production workflows, managing multiple stakeholders, legal approvals, and delivery deadlines.

Led launch creative for Pivot TV network, aligning editorial storytelling with audience engagement strategy.

Produced and edited the Contagion COVID-19 PSA (2B+ impressions), translating cultural urgency into widely shared digital content.

CLIENT PARTNERSHIPS

Netflix • HBO • Amazon Studios • Universal Pictures • Warner Bros. • Peacock • Paramount • NEON

AWARDS

Cannes Lions Bronze • PromaxBDA • Webby Awards • Shorty Awards • Telly Awards