

REYNALDO ROSALES

Writer / Producer | Creative Producer & Editorial Lead | Los Angeles (On-Site / Remote)

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SUMMARY

Writer/Producer and Creative Producer with 10+ years of experience developing and delivering high-impact promotional and campaign-driven content across film, broadcast, streaming, digital, and social platforms.

Known for shaping story from concept through final edit—combining strong writing instincts with hands-on production to create emotionally resonant, audience-driven work at scale.

Proven ability to craft clear, engaging narratives that elevate brand voice, drive engagement, and perform across fast-paced, cross-platform marketing environments.

AREAS OF EXPERTISE

Promo Writing & Script Development • Creative Concepting & Campaign Development • Editorial Storytelling & Narrative Structure • Video Production (End-to-End) • Brand Voice & Messaging • Cross-Platform Content (Broadcast, Digital, Social) • Post-Production Supervision • Talent & Interview-Driven Content • Adobe Creative Suite (Premiere, After Effects, Photoshop, Illustrator) • Workflow Tools (Frame i.o, Slack, Signal, Airtable, Wrike)

EXPERIENCE

FREELANCE / CONSULTING

Creative Producer / Writer / Editor | **2023 – Present**

Develop and produce cross-platform promotional and campaign content for entertainment, brand, and advocacy clients across digital, social, and broadcast.

Write and shape story across short-form video, social campaigns, and branded content—balancing speed, clarity, and emotional impact. Special Social Highlights include, *The ROOT 100*, *The Oscars*, *NAACP Awards*, *SAG Awards*, *The Grammy's*

Led projects from concept through delivery. Streamlined production workflows while maintaining strong creative and editorial standards.

Select Contract Work Includes:

Watering Hole Media & The Root — Led creative, writing, design, and editorial for social campaigns, episodic content, and brand storytelling; contributed to **10M+** views and **500K+** impressions **WONDROS** — Writer/Producer for Take9 and All of Us Research Program

campaigns, driving **50M+** impressions and engagement actions. **B2+** — Produced editorial content and special features for major studio releases (*Warner Bros.*, *Universal Pictures*, *Dreamworks*)

PARTICIPANT MEDIA YEARS

Senior Creative Producer & Lead Editor | **2012 – 2023**

Led writing, creative development, and production of trailers, promotional campaigns, digital series, and branded content for award-winning film and television projects.

Wrote and shaped various narrative & doc projects across marketing assets—crafting story, tone, and pacing from concept through final delivery across theatrical, streaming, and digital platforms.

Developed editorial approaches for campaigns supporting films including *Roma*, *Judas and the Black Messiah*, *WONDER*, *America to Me*, *Dark Waters*, *An Inconvenient Sequel*, and translating complex themes and global issues into clear, emotionally resonant storytelling.

*Produced and edited high-impact promotional content, while collaborating cross-functionally with marketing, production, sales, legal, and talent teams to align creative with campaign objectives.

Led editorial direction in post-production, shaping structure, performance, and pacing while managing multiple stakeholders, approvals, and delivery timelines.

Produced and Edited the Contagion COVID-19 PSA's, during the pandemic. Contributing to a campaign that generated over **2B+ media impressions globally**.

*Supported network launch with small, but mighty In-House Creative Marketing Team for **Pivot TV**, helping define brand voice and audience engagement strategy across multiple award-winning television campaigns. What started out as an idea, evolved into something truly special.

*Notable Shows include - *Takepart Live TV*, *Hit REcord on TV*, *Please Like Me*, *Fortitude*, *Angry Planet with George Kourounis*, *Human Resources* + more.

AWARDS

*Notes Multiple - Cannes Lions Bronze • *PromaxBDA • *Webby Awards • *Shorty Awards • *Telly Awards