

REYNALDO ROSALES

Creative Producer Editor

reynaldorosales.la@gmail.com - (323) 580-4557

linkedin.com/in/reynaldo-rosales-8b355683/

Website: www.reynaldorosales.com

SUMMARY

I'm a Creative Producer and Editor with experience in brand storytelling across trailers, TV spots, digital, and more. I'm dedicated to delivering high-quality, engaging content while managing workflows efficiently. A strong team player, I thrive in collaborative environments and consistently produce creative work that meets client expectations.

PROJECT MANAGEMENT

Managed over 200 media projects, ensuring timely and high quality delivery leading to client satisfaction and gaining industry award recognition.

EXPERIENCE

WONDROS | Campaigns 2024 | Social Media Producer

National Institute of Health *All of Us* Research Program Project | Building a movement around individualized healthcare, accelerating research and medical breakthroughs to build a healthier nation.

B2+TV | Campaigns 2023 - 2024 | Creative Producer Editor

"AMADEUS" Warner Bros. Company **"Migration"** Universal **"Trolls Band Together"** Universal

LA Speech & Language Therapy Center 2024 | Creative Producer Editor/ Social Media Manager

Social Media Strategist, and Development, Creative Design, and Execution of Speak LA's online digital platforms, events, and b2b with stakeholders. Key Designer in Visual Storytelling/ and Editor for a wide range of projects and campaigns.

Sutton Film Production 2023 - 2024 | Creative Producer Editor

Marriott Bonvoy International Hotel Chains include, The Ritz-Carlton, St. Regis, JW Marriott, Ritz-Carlton Reserve, W Hotels, The Luxury Collection and Edition. Creating B2B Reels, Internal Corporate Reels, and Global Branded Reels

Participant Media / Campaigns & Engagement / Marketing Department / Pivot TV / Takepart TV 2012 - 2023 | Senior Creative Producer Editor

- Built database to support continuity in Participant's storytelling efforts.
- Boosted brand identity, expanding social reach, engagement, viewership, and earning award recognition.
- Worked closely with Execs, Sales teams, and Talent to create trailers, sales reels, and corporate content.
- Part of team to lead successful company rebrand with Wieden+Kennedy & created new packaging tools.
- Developed social justice impact content for Fortune 500 partnerships and sales teams.
- Directed and edited on-air interstitials featuring talent like Malala Yousafzai, Ava DuVernay, Jamie Oliver, and others.
- Senior lead on 12 major TV campaigns and dozens of upfront showcases.
- Instrumental in launch and closing of Pivot Network Television.

Notable Campaigns

"Dark Waters" / **"Sing Me A Song"** / **"Human Flow"** / **"ROMA"** / **"RBG"** / **"American Factory"** / **"Wonder"** / **"Food Inc. 2"** / **"All The Beauty And The Bloodshed"** / **COVID Global Campaign** / **"Keep Sweet: Pray and Obey"** / **"FLEE"** / **"American Utopia"** + **More** Starz, Netflix, FOCUS, Magnolia Pictures, Youtube, Mubi, Universal, Paramount, Amazon Studios, Neon, Netflix, Warner Bros., NBC Peacock, Concordia, NDWA, HBO, IRC, + more

Additional Experience

2022 California Native Plant Society **SAGING THE WORLD** Documentary (**Festival Award Winner 2022**)
Editor + Motion Graphics + Sound Design

AWARDS & RECOGNITIONS

2021 Canne Lions Bronze, Dark Waters "Fight Forever Chemicals" Campaign | **2016 Telly Award** - Participant Image Spot | **2014 PromaxBDA** Promotion Marketing & Design - Use of Original Music and Score, Video Killed The Radio Star - Pivot | **2014 Telly Award** - "Pivot Network Launch" | **2014 PromaxBDA** North America Promotion Marketing and Design Award - General Channel Image Campaign, Launch Campaign Pivot | **2015 Telly Award** "The Real Cost - Breathe, Social Responsibility | **2014 Telly Award**, "Please Like Me" Launch Campaign, Pivot | **2014 Telly Award**, "Video Killed The Radio Star" Image Spot, Pivot

TECHNICAL PROFICIENCIES

Tools (Hardware): Adobe Suite, Editing (*Premiere / Final Cut*), Capcut, Writing Promo, Writing Conversational Copy, Motion Graphics (*After Effects*), Sound Design (*Audition*), Photoshop, Illustrator, Color Grading, Interview Setup + Lighting, Canon C-Series Cameras, Makeup

Technologies (Software/Languages): AI Video Enhancing, Microsoft Word, Pages, PowerPoint, Keynote, Google Drive, Spanish (*Advanced*)