

REYNALDO ROSALES, Senior Creative Producer & Editor

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SUMMARY

Award-winning Creative Producer, Editor & Social Engagement Strategist with 10+ years of experience shaping strategy and storytelling for campaigns and trailers that drive measurable cultural, social, and business impact. Proven ability to lead projects from concept to completion, delivering creative that resonates, engages, and achieves results for studios, global brands, and advocacy initiatives.

TOOLS & SKILLS

- **Creative & Campaign Strategy** – concept development, messaging frameworks, integrated campaigns
- **Editing & Post-Production** – Adobe Premiere Pro, Final Cut Pro; narrative storytelling, pacing, finishing
- **Design & Motion Graphics** – After Effects, Photoshop, Illustrator; title design, graphics packages, motion treatments
- **Production Leadership** – directing interviews, on-set producing, crew management, client relations
- **Cross-Platform Content** – trailers, promos, PSAs, branded content, social campaigns, digital-first storytelling
- **Analytics & Impact** – aligning creative with KPIs, audience insights, campaign performance metrics
- **Languages** – Spanish

PROFESSIONAL EXPERIENCE

FREELANCE / CONSULTING— Sr. Creative Producer • Editor • Impact Engagement

Los Angeles, CA | 2023 - Present

- **WONDROS** — Produced and edited digital content for global health and advocacy campaigns, *Take9 Cybersecurity*, generating **50M+ video views** and driving engagement across social platforms. Partnered on initiatives like the NIH *All of Us Research Program*, transforming complex scientific goals into accessible storytelling that built public trust and participation.
- **B2+** — Led creative execution for high-profile Blu-ray and home entertainment releases including *Amadeus 40th Anniversary* (Warner Bros.), *Migration*, and *Trolls Band Together* (Universal Pictures).
- **Sutton Film Productions** — Created global content across Marriott Bonvoy's luxury portfolio (The Ritz-Carlton, St. Regis, JW Marriott, W Hotels, The Luxury Collection, Edition, Ritz-Carlton Reserve). Delivered branded reels and B2B content supporting corporate initiatives across international markets.
- **LA Speech & Language Therapy Center** — Directed, produced, and edited branded video content spotlighting autistic therapy programs, community stories, and DEI-focused educational initiatives.

PARTICIPANT MEDIA— Sr. Creative Producer • Editor • Impact Engagement

Los Angeles, CA | 2012–2023

- **Creative lead on 12+ award-winning films/series** including *Sing Me A Song*, *ROMA*, *Descendant*, *An Inconvenient Sequel*, *WONDER*, *Dark Waters*, *FOSTER*, *Fortitude*, *Please Like Me*, *HitRECord* on TV, *Takepart Live* + more.
- **Contagion COVID-19 PSA**: drove 2B+ media impressions; awarded Webby + Shorty Awards.
- **Dark Waters campaign**: awarded Cannes Lions Bronze; contributed to legislative change around drinking water standards.
- Delivered multilingual campaign toolkits for nonprofit and advocacy partners, amplifying global reach and engagement. Partnerships like NRDC • Sierra Club • IRC • Chemsec • NDWA • Children's Alliance + more
- Shaped visual systems and engagement strategy for long-term brand usage and impact - including Pivot TV Network, and Participant Media's rebrand with W+K.

Client Partnerships

Netflix • HBO • Amazon Studios • NBC Peacock • Universal • National Domestic Workers Alliance • NEON • Focus Features • Paramount • YouTube • Higher Ground • Sierra Club • NRDC • VoteRiders • Craig Newmark Philanthropy • AoU Research Program • Warner Bros. • LA Speech & Language Therapy Center • WONDROS • NEON • STARZ + more

AWARDS

Cannes Lions Bronze • Telly Awards • PromaxBDA Awards • Webby Awards • Shorty Awards • Multiple Festival Wins