



# JUAN ANTONIO DEL ROSARIO

**DIRECTOR | EDITOR | PRODUCER**  
**ENGLISH | SPANISH**

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# 24

years creative  
storytelling

# 12

years developing  
video content for  
top brands

# 8

years leading  
award winning  
digital campaigns

# 6

years print  
journalism and  
news reporting

## SUMMARY

I produce videos that help organizations convey their stories in innovative and engaging ways. I align people, ideas, resources, and the *je ne sais quoi* needed to bring great narratives to life. My style reconciles two disciplines with reciprocal value systems; the substance of journalism and the aesthetics of advertising. I began my career developing rigorously researched content for a newspaper and followed that with 12 years of creating aesthetically seductive videos for Fortune 500 companies, startups, and rising political stars.

## EMPLOYMENT HISTORY

Threevolts

**Director**

2011 - 2018

*Clients: Target, Craftsman Tools, 3M, United Health Group, Kenmore*

- Produced videos, from start to finish, for Fortune 500 companies.
- Led the entire creative process; researching, conceptualizing, writing, storyboarding, producing, editing, designing motion graphics, and color grading.
- Collaborated with marketing and analytics teams to develop strategies that grow video views and site traffic.
- Analyzed audience engagement data, and designing solutions to maximize viewer habits and trends.

MRM Worldwide

**Senior Video Producer**

2006 - 2010

*Clients: H&R Block, General Mills, Chex Mix, Betty Crocker, Microsoft*

- Collaborated with marketing managers and creative directors to develop concepts for advertising, short form, and informational videos.
- Led creative teams; conceiving, scripting, shooting, and editing.

The San Juan Star

**Assistant Managing Editor**

2004 - 2005

- Managed the 'Arts & Culture' section; issuing story assignments to reporters and photographers, coordinating with freelance columnists, supervising copy editing and layout.

The San Juan Star

**Reporter**

1999 - 2004

- Reported business stories including daily and feature articles.



## SOUTHERN STRATEGIES

*Feature Length Documentary*  
*Role: Writer, Director, Editor*

I'm currently working on a feature-length film that explores the influence of South Carolina politics on the Republican Party, and its role in the populist insurrection that brought the party to its knees in 2016.

"Southern Strategies" tells the story of how the southern blend of anger, racial tension, and dirty campaigning, came to dominate the national political dialogue, and culminated with the rise of the Trump campaign.

Looking through the prism of the South Carolina primary, and using wrestlers to enact the drama of the campaign, the film follows the strategies and machinations of the GOP candidates as they maneuver to win the infamous "first in the South" primary.



## TECHNICAL SKILLS

Premiere Pro



DaVinci Resolve



Pro Tools / Adobe Audition



Photoshop



After Effects



Media Encoder / RAW ingest / Proxy Workflows



Sony / Canon DSLR and Mirrorless Systems



RED Camera Systems



Lighting



Sound Recording



Budgeting



Client Presentations



## AWARDS & GRANTS

"Made to Race" campaign for Craftsman Tools

***Social Media Maven Award***

2016

"The System" feature film

***Best MN-Made Feature Film***

2013

"The System" feature film

***Jerome Foundation Filmmaking Grant***

2009

"Truman Greene" campaign for H&R Block

***AdFed Award***

***Cannes Golden Lions Short List***

2008

# WORK SAMPLES

## MADE TO RACE

*Client: Craftsman Tools*  
*Role: Creative Lead, Director, Editor*

From 2014 to 2016, I led a series of campaigns for the Craftsman Tools automotive division. I was brought in to provide a new direction for the brand's annual car restoration project, which was the cornerstone of their online promotional efforts. The result was 12 video episodes, released online as the "Made to Race" campaign.

### *Creative Direction*

I developed a creative strategy that broke with the reality show tradition and sought to create an authentic emotional connection with the audience. The strategy had four pillars: Build cars that you can race. Imbue the tools with "soulful pathos". Scrap the reality car show format in favor of tone poems. Link car culture to a broader American identity.

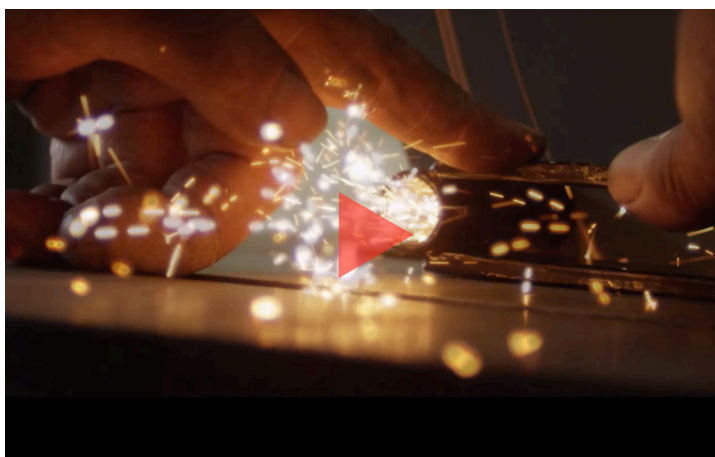
### *Process*

I handled the full production of the video campaign — designing the car project, hiring the car shop, overseeing the logistics of the build, and producing, directing, and co-editing the final videos. In addition, I wrote blog posts, and produced still images for the brand's social media channels.

### *Impact*

The campaign was a success. The videos averaged 75% retention rate, nearly double those of the previous year. The "soulful pathos" approach was embraced by the brand, and implemented in their general advertising.

In 2015, we remade "Made to Race" once again; this time to focus on reaching female car enthusiasts. We built a car to compete at the famous Race of Gentlemen, an obsessively period-correct race that features pre-WW2 race cars. We hired female speed record holder Jessi Combs to drive the car, and become the first woman to race at the Race of Gentlemen.



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*The videos averaged 75% retention rate, nearly double those of the previous year*

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*The campaign won a Social Media Maven Award in 2016 for its success reaching female car enthusiasts*

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## WORK SAMPLES

### HALFTIME IN MINNESOTA

Democratic candidate Tim Walz needed to present his progressive agenda to rural red-leaning districts in the state. To do this, we reframed fractional tribalism into a shared Minnesota sense of pride and identity. The language from the script became the cornerstone of his campaign literature and his acceptance speech. In 2018 Walz won the Governor's race by stunning 11 points.



**Client:** Tim Walz for Governor Campaign  
**Role:** Creative Lead, Writer

### FATHER'S DAY

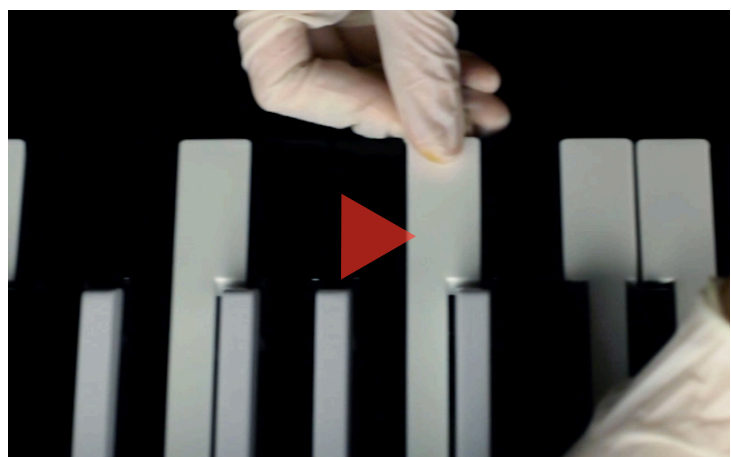
Father's Day is the most important sales period for Craftsman. This ad spot focused on the role that Craftsman tools played in people's relationships with their fathers. Shot during a road trip through rural America, the spot features real people talking about their first experiences working with their dads, and the tools they have kept as a tribute to their fathers. Retention rates exceeded 90%, making it the most successful video for the brand.



**Client:** Craftsman Tools  
**Role:** Creative Lead, Director, Editor

### A GENE IS A GENE

The founders of genetic company Recombinetics explain their mission to utilize gene-editing technology to eradicate world hunger, cure chronic diseases, speed up the path of new medicines to market, and harvest human organs for transplant. To visualize the genome, I deconstructed a piano keyboard, using varying arrangements of keys to illustrate how genomes are edited, and transformed.



**Client:** Recombinetics  
**Role:** Creative Lead, Director, Editor