

HORACIO RODRIGUEZ

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PROFILE

- Dynamic and innovative creator with expertise in producing engaging multimedia content across diverse formats
- Experienced photographer, videographer and filmmaker with strong photo, video and graphic editing skills
- Extensive digital writing experience, including content creation, SEO optimization and social media engagement
- Resourceful and assertive team player with strong follow-through and multitasking abilities
- Expansive knowledge of pop culture and the general zeitgeist, allowing for highly relevant and relatable content creation

PROFESSIONAL SKILLS

- **Adobe Creative Suite:** Photoshop | Premiere Pro | After Effects | Media Encoder | Lightroom | Firefly | Adobe Express | InDesign | Acrobat
- **Image Management:** Lightroom | Capture One
- **Microsoft Office Suite:** Word | Outlook | Excel | PowerPoint | Publisher
- **Content Management Systems:** Drupal | WordPress
- **Languages:** Bilingual in English and Spanish

EXPERIENCE

PHOTOGRAPHER/VIDEOGRAPHER

The Terrazas Group | 1/2021 – Present

- Capture and produce high-quality real estate, construction and industrial location content, including both photography and videography
- Manage full post-production workflows; execute photo retouching, video editing and motion graphics
- Perform Matterport 3D property scanning; process and edit point cloud data, create immersive virtual tours and integrate assets into deliverables

MUSIC ROYALTIES ASSOCIATE

Walt Disney Company – Disney Music Group | 3/2018 – 4/2021 | 7/2022 – 12/2022

- Supported the royalty backlog resolution project for DMG, identifying and reconciling unpaid music royalties for legacy and active artists
- Researched, verified and compiled detailed royalty data, ensuring accuracy in licensing agreements, payment history, and artist contracts
- Created, populated and maintained digital artist profiles using internal content management systems and asset tracking databases

PHOTOGRAPHER/VIDEOGRAPHER/MOTION GRAPHICS ARTIST

The Terrazas Group | 1/2015 – 2/2018

- Conceptualized and produced video content, animations and architectural renderings for clients across the real estate and construction sectors
- Directed on-location photo and video shoots; managed all aspects of post-production including photo and video editing
- Developed detailed storyboards, shot lists and visual breakdowns to guide planning and ensure alignment with creative vision and client goals
- Created and managed the company's website (ttg3d.com); served as web administrator, handling site updates, asset integration

DIGITAL CONTENT WRITER/PRODUCER

NBC.com – NBC Universal | 6/2011 – 12/2014

- Produced SEO-optimized articles, recaps, photo galleries and video copy supporting NBC's primetime digital content strategy
- Served as writer/producer for Zeebox, a live second screen interactive engagement app with real-time content synched with TV broadcasts
- Collaborated cross-functionally with editorial, marketing, social and product teams to coordinate multimedia asset delivery for Zeebox activations
- Zeebox live simulcast shows included *The Voice*, *America's Got Talent*, *The Blacklist*, *The Biggest Loser* and *Grimm*

DIGITAL CONTENT WRITER/PRODUCER

Walt Disney Company – ABC Digital Media | ABC.com/SOAPnet.com | 7/2007 – 10/2009

- Wrote and edited editorial content, including articles, recaps, video scripts and photo galleries for primetime and daytime programming
- Managed twice daily homepage updates for SOAPnet.com, maintaining timely and engaging content across landing and index pages
- Conceptualized and developed content initiatives; collaborated with design, video, technology and marketing teams for implementation
- Produced and maintained official web content for ABC Network specials and series, ensuring alignment with on-air programming and brand tone
- Liaised with network executives and show producers to ensure editorial accuracy, promotional alignment and timely content delivery

EDUCATION

CALIFORNIA STATE UNIVERSITY, LONG BEACH | Bachelor of Arts – English, Creative Writing

SANTA MONICA COLLEGE PHOTOGRAPHY PROGRAM | Coursework in Photography and Digital Asset Management