

RICARDO MARTINEZ ROA

CURRENTLY →

Phoenix, Arizona

Relocating to NY by 01/26

PORTFOLIO →

www.ricardomartinezroa.com

CONTACT →

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CAREER TIMELINE

Architecture
Photography
Conceptual Art
Video Editing
Videography
Direction
Creative Direction
Content Creator

CAPABILITIES

Production Development
Treatments & Moodboards
Story Boarding
Direction of photography
Camera Operation
Digital / Film Photography
Studio Lighting
Film Video Cameras

SOFTWARE

Adobe Premiere
Adobe Lightroom
Adobe Photoshop
Da Vinci Resolve

LANGUAGES

English, fluent
Spanish, native

SELECT CLIENTS

Anine Bing
Daydreamer
Free People
GCDS
Lee
Nasty Gal
Rails
Taco Bell
Bad Birdie

Rollacoaster
Vogue Mexico
Numero Russia
Harper's Bazaar
Indie Magazine
Jalouse Magazine
Paper Magazine

ABOUT & EDUCATION

I'm a visual artist passionate about Fashion, Beauty and Art. I have over 8 years of experience working in Production, Pre & Post. I specialize in creating visual content through Videography, Direction of Photography, Video Editing.

Tecnologico de Monterrey → Monterrey, NL
Bachelor in Architecture, 2001-2006

WORK EXPERIENCE

Dolls Kill → Los Angeles, CA

Videographer + Video Editor, 2022-2023

→ Responsible for all video needs for Social Media and Stores displays for seasonal and monthly campaigns. Direction, Shooting, Editing, Conceptualizing and Moodboarding.

88rising → New York, NY

Senior Video Editor, 2019

→ Responsible of different video editing tasks such as Advertorials, Ads, Teasers, Documentaries, BTS and Recaps. I was in charge of editing the YouTube series "Rappers React". From raw footage to conceptualize each episode under the Direction of Jason Ano.

Now Open → New York, NY

Direction of Photography, Videography & Video Editor, 2018-2019

→ Shot and edited content for fashion and social media campaigns for Saks Fifth Ave, South Coast Plaza and Gucci; as well as editorials for Numéro Russia and Vogue.

Weekend Post House → New York, NY

Junior Video Editor, 2017-2018

→ Assisting and working as an Offline Editor. Organizing footage, creating stringouts, making selects; and creating rough cuts for fashion projects for companies such as Galleries Lafayette, Zara and Pull & Bear.

SPECIAL PROJECTS

BAD BIRDIE x TACO BELL → Capsule Collection (2025)

Direction of Photography + Post-Production

→ Produced video campaign for the launch of the collection.

AGENT PROVOCATEUR → Fall / Winter Campaign (2023)

Direction of Photography + Post-Production

→ Produced video content featuring Liberty Ross and all the content of the F/W season.

RAILS → Spring / Summer Campaign (2022)

Direction of Photography + Post-Production

→ Produced the video content to showcase the collection of the season.

NASTY GAL → Spring / Summer Campaign (2021)

Direction of Photography + Post-Production

→ The goal of this project was to showcase the new products of the Spring-Summer Season 2021.

NARS → "Make Up Your Mind" (2020)

Direction of Photography + Post-Production

→ The goal of the campaign was to promote the launch of the NARS x ULTA BEAUTY collaboration; which included a face palette, blush, eyeshadow and a bronzing powder.

GLOSSIER → Monthly Performance (2019)

Direction of Photography + Post-Production

→ Aimed to create content and paid ads for social media monthly showcasing Glossier's top-sellers: Prime Moisturizer Rich, Lidstar, Generation G and Milky Jelly Cleanser.