

César Rodríguez

Award-winning Filmmaker/Creative Director & Senior Copywriter specializing in Hispanic Markets..

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EXPERIENCE

DirectingEye LLC, Charlotte, NC — Advertising Creative Director, Film Director and Screenwriter

2018 - PRESENT

Writing, conceptualizing and producing videos, films, and advertising campaigns that deliver powerful messages in order to give products and services the deserved visibility. In addition, directs a multidisciplinary team that works on innovative projects.

Cucubano Films Inc, San Juan, PR — Film Director and Screenwriter

2005 - 2017

The feature films RUIDO/NOISE (Innovation Award, Montreal World Film Festival), (Golden Ciguapa Best First Film, VIII International Film Festival of Santo Domingo), (CyberVote Award Best First Film, 28th Havana Film Festival) and LA EXTRAÑA/SHE, THE STRANGER (Dominican Choice 2015, 19th LatinAmerican Film Festival of Canadian Film Institute), (35th Chicago Latino Film Festival), (New Vision Selection, 12th Bahamas International Film Festival) have been awarded and recognized in different international festivals. Among the short-length films, nominated and awarded in more than 20 countries, are: EL FONDILLO MARAVILLOSO/MARVELOUS BUNS/(Award Of Distinction/Finalist, Canada Short Film Festival 2015), DEVOLVIÉNDOME and DEJA VU among others.

Freelancer, San Juan, PR — Senior Copywriter

1996 - 2017

Writing and directing advertising campaigns for many clients and brands in the US Hispanic Market, Puerto Rico, Dominican Republic and other Latin American Countries such as AT&T, Verizon Wireless, PR Telephone Company, Jet Blue, Beefeater Gin, GlaxoSmithKline (Wellbutrin, Flonase, Imitrex, Zyban and Ventolin), Merck (Propecia), Ana G. Méndez University System, Banco Popular (Popular Mortgage), Holsum, Purina, RJ Reynolds (Winston, Salem, Doral, Camel), Isuzu among others.

SKILLS

High-quality SEO content.
Tells great stories.
Inspires radical ideas.
Brainstorming.
Branding.
Film production.
Teamwork.
Time management and organization.

MAJOR AWARDS

Innovation Award (Ruido)
30th Montreal World Film Festival 2006, Canada

Award Of Distinction/Finalist (Marvelous Buns) Canada
Shorts Film Festival 2015, Canada

Golden Ciguapa Best First Film (Ruido) VIII Muestra Internacional de Cine de Santo Domingo, Dominican Republic

CyberVote Award Best First Film (Ruido) 28th Havana Film Festival, Cuba

LANGUAGES

Spanish, English, French, Portuguese

EDUCATION

Universidad Central del Este, San Pedro de Macoris, DR — *Bachelor's Degree In Social Communication*

1987-1990

Summa Cum Laude, Majored in TV Advertising.

RECENT PROJECTS

Bank of America's Masterpiece Moment — *Harvey B. Gantt Center*

Filmed the episode dedicated to "Folding Sheets," the acrylic-on-canvas work by African-American artist Jonathan Green exhibited in the permanent collection of the Harvey B. Gantt Center (Charlotte, North Carolina), as part of Bank of America's new documentary series celebrating masterpieces from America's top 25 museums.

Knorr Nutrition Heroes — *Social Media Campaign*

Creative director of the "Nutrition Heroes" episodes, a social media campaign for Unilever's Knorr brand that pays tribute to people making a positive impact in their communities.

Chief Tendoy — *Historical Series*

In 2020, directed and wrote "The Peacemaker's War", the pilot of a Washington State University historical series. This first episode, shot during the pandemic lockdown, was made with the first crew from the State of Montana and the fifth from the United States to film following the biosafety protocols established by the Hollywood unions (SAG-AFTRA, DGA, IATSE and TEAMSTERS). Thus, none of the technicians, actors, or the 90 extras involved became infected with Covid-19. This project was an Official Selection at the 38th BOGOCINE, Bogotá Film Festival.

Ingredientes Nuestros (Our Ingredients) — *Hispanic Series*

Created the pilot for Wheelhouse Media's three-season documentary series that shares the stories of Latinos living in different cities in the United States who come together to share flavors of their homeland, using a main ingredient in each episode. This first episode was an Official Selection at the 35th edition of the Chicago Latino Film Festival; the 5th Annual Footcandle Film Festival; the 11th Charlotte Film Festival, and the 34th NC Latin American Film Festival; the last three venues in North Carolina.

