

# Vinícius de La Rocha

Green Card holder

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## SUMMARY

An award-winning documentary filmmaker, an award-nominated TV writer, and a journalist based in Brooklyn, NY. He served as the head writer for the first Brazilian season of the Netflix show "Queer Eye" and developed a new reality show for the platform. He has collaborated with Brazil's leading TV channels, including Discovery, TNT, Animal Planet, TLC, Globo, Sportv, Globoplay, and others, as well as with prominent content production companies like Endemol and Fremantle. His writing credits include popular TV shows such as "Hell's Kitchen," "Cake Boss," and "The Wall," among many others. Currently, he is directing a feature documentary about a Japanese-Brazilian chef in Rio de Janeiro and developing various television formats. Before transitioning to scriptwriting, he spent over ten years working in journalism.

## EDUCATION

**UCLA, Los Angeles/U.S. - Extension**

Documentary Filmmaking

**FAAP, São Paulo/Brazil - Master of Fine Arts**

Cinema and TV Script Writing

**PUC, Porto Alegre/Brazil - Bachelor Degree**

Journalism

## WORK EXPERIENCE

**ESR Gaming Network, New York/NY - Post Production Manager/Editor**

CURRENT JOB - SINCE AUGUST 2024

Editing and producing new episodes of TV shows; correcting/editing subtitles.

**Outlier, New York/NY - AI Writing Specialist**

CURRENT JOB - SINCE JULY 2024

Training and fine-tuning AI models; content creation, quality control, and editing.

**Globoplay/Sportv/Globo TV, Rio de Janeiro/Brazil - Head Writer**

AUGUST 2024 - JANUARY 2025

Head Writer of a reality show featuring narrators hosted by Brazil's biggest narrator.

**Third Bridge Creative, New York/NY - Creative Writer**

FEBRUARY - JULY 2023

Writing English synopsis from movies and series worldwide.

## AWARDS

Atlanta Film & Webfest 2024

Award Winner

Austin Revolution Film Festival 2024

Award Winner

Ethos Film Festival 2023

Finalist

Docs In Progress Fellowship 2022

Official Selection

Northeast Filmmakers Lab 8th Edition  
2021

Official Selection

Mountainfilm Emerging Filmmaker  
Fellowship 2022

Finalist

Roy W. Dean Film Grant Summer 2021

Hot Films

## OTHER SKILLS

- Videography
- Editing
- Lighting
- Sound

## LANGUAGES

- English
- Spanish
- Portuguese (native)

## VOLUNTEER

Museum of Illusions (MOI New York)  
Staff member

Bronx Documentary Center (BDC)  
Video Producer

### **Netflix, New York – Synopsis Writer**

APRIL 2022 - JANUARY 2023

Brazilian Portuguese Content Specialist; writing English synopsis from movies and series.

### **Netflix, Brazil – Head Writer**

NOVEMBER 2020 - JANUARY 2022

Head Writer for the first Brazilian season of *Queer Eye*.

### **Yours Truly Media, Tri-state area/NY, NJ and CT – Videographer**

CURRENT JOB - SAZONAL

Capturing video and audio at weddings.

### **Boxfish TV, Brazil/Argentina/Spain – Development Producer**

AUGUST 2020 - DECEMBER 2020

Development and formatting of two reality television shows.

### **Consulate General of Brazil, New York/NY – Video Producer**

MAY 2020 - JANUARY 2021

Formatting and producing a series of videos titled **Brazilian Culture From Home**.

### **Stayfilm, Miami/FL – Screenwriter**

JANUARY 2020 - MARCH 2020

Development and formatting of a new television advertising project.

### **GNT Channel, São Paulo/Brazil – Head Writer**

MAY 2018 - OCTOBER 2018

Formatting and screenplay of the original British show **Chef in Your Ear** for Brazilian TV.

### **Discovery Home&Health, São Paulo/Brazil – Head Writer**

NOVEMBER 2017 - MAY 2018

Research, development, formatting, story production, and scripting for all 20 episodes of season 3 of the fashion reality show **Troca de Estilos**.

### **Record TV, São Paulo/Brazil – Screenwriter**

AUGUST 2017 - DECEMBER 2017

Script for all episodes of the cake competition **Cake Boss Brazil**, hosted by Buddy Valastro.

### **Globo TV, São Paulo/Brazil – Head Writer**

OCTOBER 2017

Team leader and scriptwriter for the first Brazilian season of the NBC game show **The Wall**; responsible for creating all the questions.

### **Globo International TV, Los Angeles/CA – Story Producer**

NOVEMBER 2016 - MAY 2017

Responsible for assembling stories during post-production of season 12 of **Planeta Brasil**, a TV show about Brazilians living in the U.S.

### **Turner Network Television, São Paulo/Brazil – Member of the Jury**

MAY 2016 - JUNE 2016

Member of the committee for the Turner Network Television Inc. **Short Film Festival**.

### **Animal Planet, São Paulo/Brazil – Screenwriter**

SEPTEMBER 2015 - MARCH 2016

Development and scripting of **Aprendiz Animal**, a docu-reality series focused on rescuing animals.

### **NYC Craft Beer Festival 2019**

Staff

### **New York's LGBTQ Film Festival**

Videographer

### **Chelsea Film Festival 2019**

Staff

## **PROFESSIONAL DEVELOPMENT**

**Writing for Animation with Julia Cho, Turning Red** (Sundance Institute, 2023)

**Get Your Film Into Festivals** (DCTV NY - Downtown Community Television Center/NYC - 2020)

**Creative Writing for Doc Filmmakers** (Made in NY Media Center by IFP - 2020)

**Studio Production** (MNN Manhattan Neighborhood Network/NYC - 2019)

**Documentary Fundamentals: Shooting and Directing** (UnionDocs/NYC - 2019)

**Launching your Doc Into the World** (Impact Partners and DOC NYC PRO - IFC Center/NYC - 2019)

**Funding your Doc** (DOC NYC PRO - IFC Center/NYC - 2019)

**Cinematography for Documentaries** (DOC NYC - IFC Center/NYC - 2019)

**Editing for Documentaries** (DOC NYC - IFC Center/NYC - 2019)

**Documentary Grant Writing** (DCTV NY - Downtown Community Television Center/NYC - 2018)

**Adobe Premiere Pro** (Echo Park Film Center - Los Angeles/CA - 2017)

**2nd Globosat of Screenwriters Program** (Genre seminar with Robert McKee - Rio de Janeiro/Brazil - 2014)

**Screenplay Workshop with Kleber Mendonça Filho** (winner of the 2019 Cannes Film Festival [*Bacurau*] - Curitiba/Brazil - 2013)

**Screenplay Workshop with Guillermo Arriaga** (screenwriter nominated for Oscar [movies *Babel*, *21 Grams* and *Amores Perros*] - Brazil - 2012)