

# Vinicius de La Rocha

Green Card holder

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## SUMMARY

TV writer, documentary filmmaker, video producer, and journalist based in Brooklyn. He recently worked as a **Head Writer** for the first Brazilian season of the **Netflix** show *Queer Eye* and developed a new reality show for the streaming. Worked for Brazil's most prominent TV channels (**Discovery**, **TNT**, **Animal Planet**, **TLC**, **Globo**, etc.) and content production companies (**Endemol**, **Fremantle**, etc.) when he wrote TV shows like *Hell's Kitchen*, *Cake Boss*, and *The Wall*. He is directing a documentary about a Japanese Brazilian chef in Rio de Janeiro and developing TV formats. Before becoming a scriptwriter, he spent **ten years** in the **Journalism industry**. In 2020 and 2021, he published a few stories in two books released in NY.

## 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

**Third Bridge Creative**, New York - *Synopsis Writer*

SINCE FEBRUARY 2023

Writing English synopsis from movies and series worldwide.

**Netflix**, New York - *Synopsis Writer*

APRIL 2022 - JANUARY 2023

Brazilian Portuguese Content Specialist.

**Netflix**, Brazil - *Head Writer/Development Producer*

FEBRUARY 2022 - JULY 2022

Development of a new reality TV show.

**Netflix**, Brazil - *Head Writer*

NOVEMBER 2020 - JANUARY 2022

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

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

CURRENT JOB - SAZONAL

Shooting and recording audio from weddings.

## AWARDS

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*

## SKILLS

- Writer for Reality Television
- Synopsis Writer
- Filmmaker
- Story Producer
- Videographer
- Video Producer
- Sound and Lighting
- Editing
- Creative Writing

## LANGUAGES

- English
- Spanish
- Portuguese (native)

## VOLUNTEER

Museum of Illusions (MOI New York)  
*Staff member*

Bronx Documentary Center (BDC)  
*Video Producer*

NYC Craft Beer Festival 2019  
*Staff*

NewFest 2019 (New York's LGBTQ  
Film Festival)

*Videographer*

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

AUGUST 2020 - DECEMBER 2020

Development and formatting of two reality TV shows.

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

MAY 2020 - JANUARY 2021

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

**Stayfilm, Miami/FL – Screenwriter**

JANUARY 2020 - MARCH 2020

Development and formatting of a new TV advertising project.

**Andrea Mitchell Digital, New York/NY – Production Assistant**

FEBRUARY 2020

PA responsible for various tasks on the set.

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

MAY 2018 - OCTOBER 2018

Development, formatting, and screenplay of the original British format *Chef in Your Ear* for Brazilian TV.

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

NOVEMBER 2017 - MAY 2018

Research, development, formatting, story producer, and script of all 20 episodes of Season 3 of the fashion reality show *Troca de Estilos*.

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

AUGUST 2017 - DECEMBER 2017

The screenplay of 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 of the first Brazilian season of the American TV show *The Wall*, from NBC; Creation of all questions for the game show.

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

NOVEMBER 2016 - MAY 2017

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

**SBT Channel, São Paulo/Brazil – Screenwriter**

JULY 2016 - SEPTEMBER 2016

Script and story production of season 4 of *Hell's Kitchen Brazil*.

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

MAY 2016 - JUNE 2016

Member of the committee of *TNT Short Film Festival*; Analysis of 200 screenplays in competition.

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

SEPTEMBER 2015 - MARCH 2016

Development and scripting of 16 episodes of *Aprendiz Animal*, a docu-reality about rescue animals.

Chelsea Film Festival 2019  
Staff

**PROFESSIONAL DEVELOPMENT**

Docu Gear (DCTV NY – Downtown Community Television Center/NYC – 2020)

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)

Writing for TV (Split Screens Festival – 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*] – Curitiba/Brazil – 2012)