

ALEXZANDER ROSA STUDIOS

2023

PORTFOLIO

COMMERCIAL
PRODUCT
EDITORIAL
LIFESTYLE
PORTRAITS

LETTER

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DEAR CLIENT,

THANK YOU FOR TAKING THE TIME TO LOOK OVER MY PORTFOLIO.

I HOPE YOU CONSIDER MY TEAM AND ME TO WORK ON YOUR NEXT PROJECT. WOULD LOVE TO TALK MORE AND SEE HOW I CAN PROVIDE CREATIVE VALUE

IF YOU HAVE ANY QUESTIONS OR REQUIRE MORE INFORMATION, PLEASE FEEL FREE TO CONTACT ME.
I LOOK FORWARD TO HEARING FROM YOU SOON!

ALEX ROSA

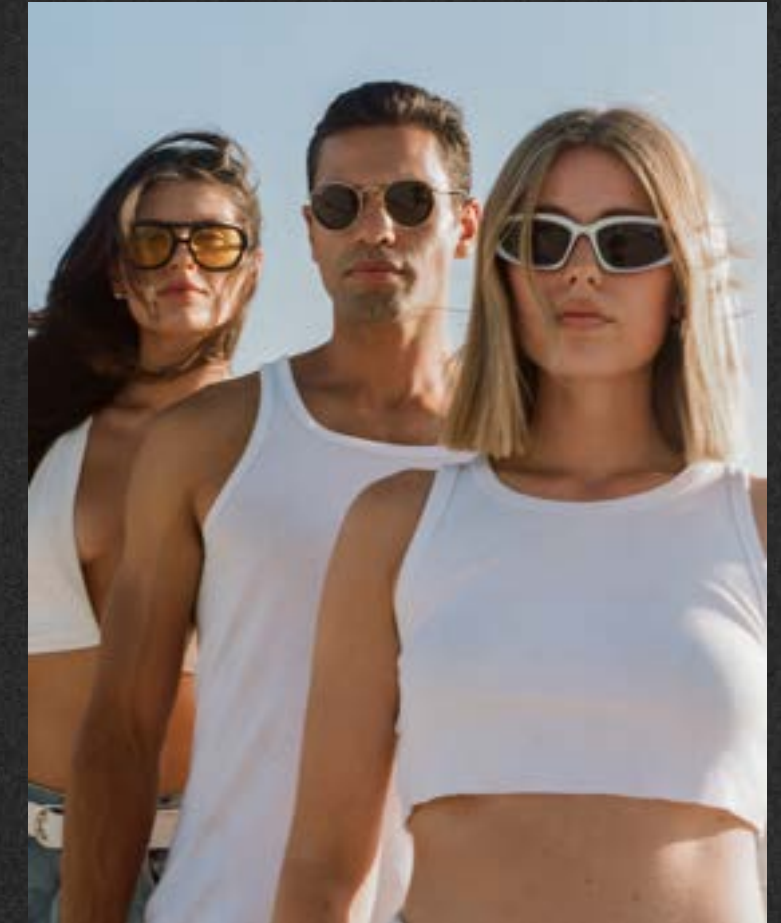
SINCERELY
ALEXZANDER ROSA, PHOTOGRAPHER AND ART DIRECTOR

ABOUT

In 2020, I embarked on a heartfelt journey by starting Alexzander Rosa Studios. It all began in 2015 when I started photographing for start-up CPG brands. Over time, I expanded my expertise to include directing and video editing, ranging from lo-fi to highly produced content. The entire creative process, from ideation to planning to execution, has been a joy and fulfillment for me.

Along the way, I have worked with some incredible people who make up my wonderful team. Their talent and dedication have been instrumental in bringing my creative visions to life, and I am grateful for their unwavering support.

As I continue to follow my passion for creating impactful campaigns, I eagerly look forward to exploring more opportunities to collaborate with lifestyle brands and be part of bold-driven initiatives. Beyond my creative pursuits, I find solace in hobbies such as climbing, gaming, playing guitar, and 3D design, which further fuel my creativity and drive.



ALEXZANDER

ROSA

[SOME]

CLIENTS



HALO TOP
MAGIC SPOON CEREAL
HARRYS
DARING FOODS
BITE TOOTHPASTE
PUMA
UNDER ARMOR
LIT METHOD
THERABODY
THERAFACE
GOOGLE
FIRESTONE DIRECT
FREDDY GIBBS X GGET
PLAYBOY STORE
RICH THE KID
THE COOL KIDS
MARIAH THE SCIENTIST
BUTTAH SKIN
DOJA CAT BIRTHDAY PARTY

/SOCIAL /CAMPAIGN
/SOCIAL CONTENT
/ORGANIC CONTENT
/SOCIAL
/PDP
/EDITORIAL
/BTS
/PDP AND PRESS
/CAMPAIGN
/COMMERCIAL
/CAMPAIGN
/PAID SOCIAL
/COLLAB
/RETAIL
/PRESS
/BTS
/CAMPAIGN
/CAMPAIGN
/EVENT

FOR AN EXTENDED CLIENT LIST VISIT

WWW. ALEXZANDERROSA.COM

MY

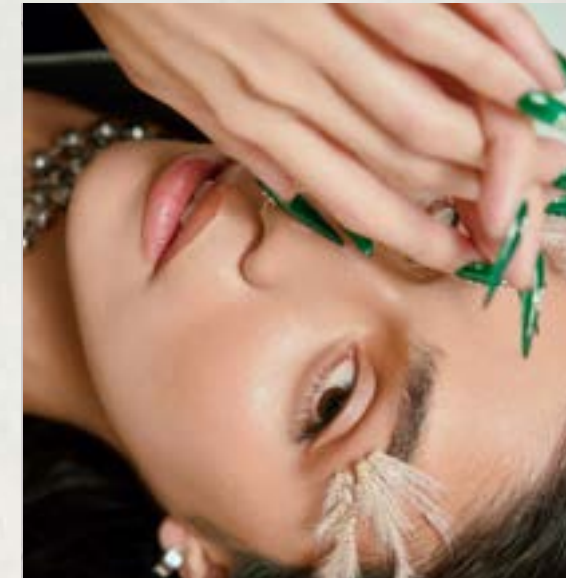
SERVICES



PRODUCT PHOTOGRAPHY (01)



LIFESTYLE PHOTOGRAPHY (02)



PORTRAITS (03)



CONTENT CREATION (04)



ART DIRECTING (05)



VIDEOGRAPHY (06)

WORK [GOOGLE]



CLIENT **GOOGLE**

PROJECT **GOOGLE WOMEN EMPLOYMENT**

LINKS **ALEXZANDERROSA.COM**

INFO

Boldly answering Google's call, the esteemed Zambezi agency was handpicked to spearhead a groundbreaking social campaign aimed at empowering women to join the ranks of Google. Entrusted with this pivotal task, my team and I left no stone unturned in bringing our creative vision to life.

From strategic creative direction to meticulous pre-production and post-production efforts, we poured our expertise into every facet of the project. The resulting assets were nothing short of awe-inspiring, embodying Google's commitment to fostering a women-empowering work environment. These captivating visuals were strategically promoted on major social platforms and reached audiences worldwide, amplifying Google's message and igniting a global movement of empowerment.

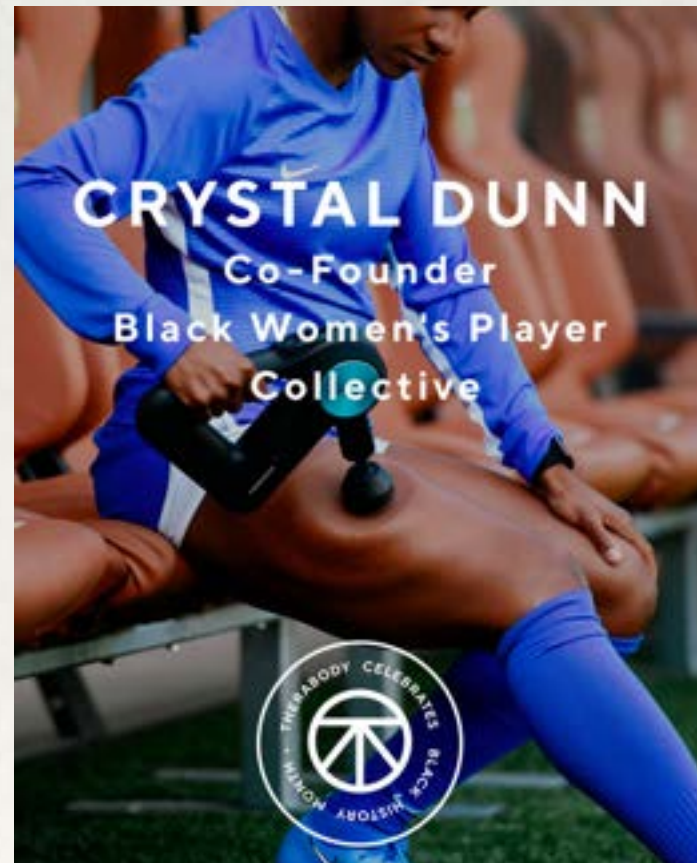


WORK [THERABODY]

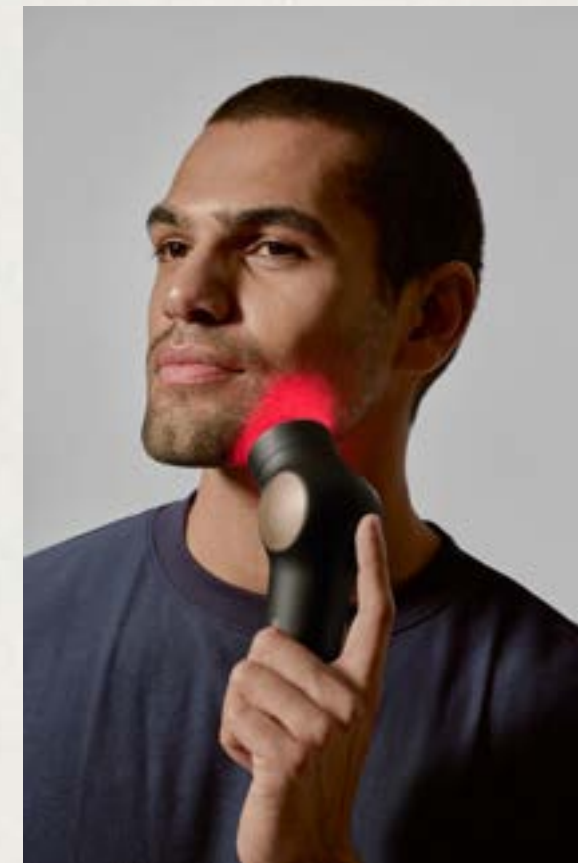


Paul George

Since 2019, I have had the pleasure of establishing a longstanding partnership with the esteemed brand Therabody, serving as a trusted collaborator in their creative endeavors. Working closely with their talented team, I have been entrusted with the responsibility of delivering an array of compelling photography assets for a diverse range of applications, including product detail pages (PDP), paid and unpaid social media campaigns, email marketing, and print materials. Through meticulous attention to detail and unwavering commitment to excellence, I have consistently ensured that the photography deliverables are not only visually captivating but also perfectly aligned with Therabody's brand identity and marketing objectives. Our collaborative efforts have resulted in a seamless integration of the visuals across various platforms, leaving a lasting impression on their target audience and contributing to the success of their marketing initiatives.



Recently, I created engaging content for Therabody's organic social media channels (IG, Twitter, TikTok), including graphic design, animation, and video editing.



My team and I have worked extensively with Therabody, assisting with product launches, press photos, social media, and more, delivering exceptional results and making a significant impact on their brand presence.



Maria Sharapova

WORK [FIRESTONE DIRECT]



Enlisted by the prestigious Zambezi agency, headquartered in Los Angeles, CA, my team and I were entrusted with a pivotal role in the groundbreaking launch of Firestone Direct, a cutting-edge direct-to-consumer car mechanic service. Embarking on a journey to Orlando, Florida, we were tasked with elevating Firestone Direct's product detail pages (PDP) and paid social media assets to new heights of excellence.

With our collective expertise in production, creative direction, and post-production, we meticulously crafted visuals that exceeded expectations and resonated deeply with the target audience. Our bold and innovative approach ensured that Firestone Direct's PDP and paid social assets exuded unparalleled sophistication and captivated the audience's attention, driving impactful engagement and propelling the brand to the forefront of the market.



WORK [PUMA]



As commissioned by RoundTwoAgency, my skilled team and I were tasked with capturing the essence of the esteemed collaboration between Puma and Coca-Cola. Meticulously crafting an array of stunning deliverables, we ensured that the resulting visuals were seamlessly integrated into various platforms, including organic social media, product detail pages (PDP), and paid social advertisements, serving as a visual cornerstone for the campaign's success.

WORK [BITE TOOTHPASTE]





CLIENT

BITE TOOTHPASTE

PROJECT

2022 HOLIDAY PACKAGES

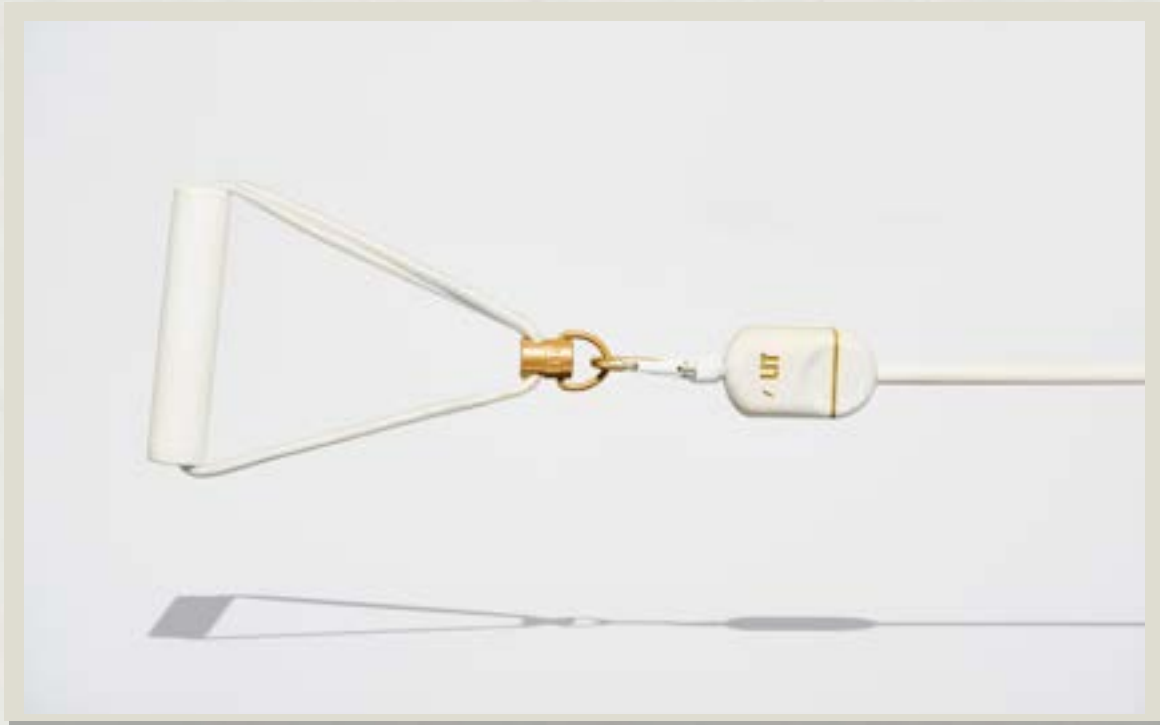
LINKS

ALEXZANDERROSA.COM

INFO

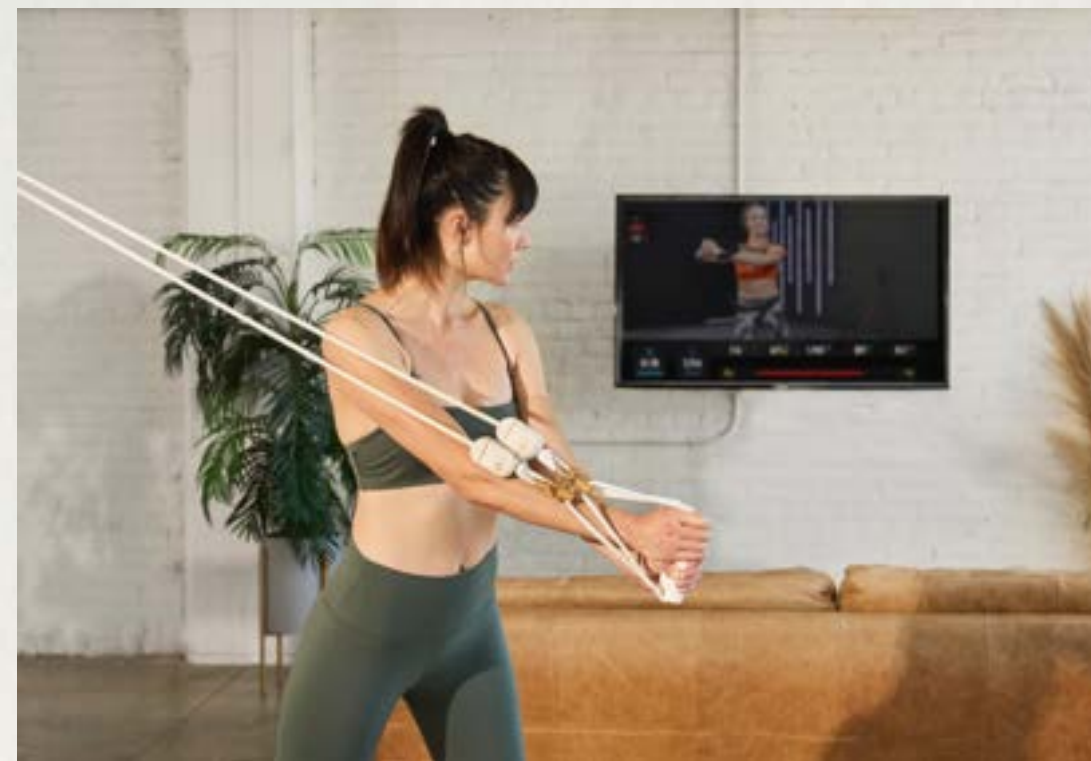
As a team of accomplished creatives, we were proudly commissioned to embark on a visually captivating project for Bites, involving the creation of elevated assets for their product detail pages (PDP) and email banners during the holiday season. Collaborating closely with the esteemed creative director, we diligently worked to enhance their existing PDP assets, lending our expertise in photography, prop styling, and photo retouching to bring their vision to life. From conceptualization to execution, our team meticulously handled every aspect of the project, ensuring that the resulting visuals were nothing short of awe-inspiring

WORK [LIT METHOD]



As a team of seasoned visual storytellers, we were proudly commissioned to curate a collection of captivating lifestyle and product imagery for Lit Method's highly-anticipated new product launch. Our visuals served as the cornerstone of their marketing efforts, gracing their product detail pages (PDP), social media channels, and esteemed press features in renowned publications such as Entrepreneur, Today, and People.

With our unwavering commitment to excellence, we meticulously executed every facet of this launch, from providing creative direction to overseeing production, photography, and photo retouching. Our keen eye for detail and relentless pursuit of perfection ensured that the resulting imagery exuded a level of sophistication and allure that perfectly complemented Lit Method's brand identity, elevating their new product launch to new heights of success.



WITH UNWAVERING PASSION AND A COMMITMENT TO LEAVING A LASTING IMPRESSION, MY TEAM AND I APPROACH EACH PROJECT WITH DEDICATION AND EXCELLENCE. NO CHALLENGE IS TOO BIG FOR US AS WE DIVE INTO COMPLEX PROBLEMS WITH INGENUITY AND INTENTIONAL APPROACH. WE POUR OUR HEART AND SOUL INTO EVERY ASPECT OF OUR WORK, ALWAYS STRIVING TO DELIVER OUR ABSOLUTE BEST. OUR PURSUIT OF EXCELLENCE AND BOLD PROBLEM-SOLVING MINDSET SET US APART, MAKING EACH PROJECT A TESTAMENT TO OUR DEDICATION TO CREATING MEMORABLE EXPERIENCES WITH IMPACT.

Q: WHAT TYPE OF CREATIVE SERVICES DOES ALEXZANDER ROSA SPECIALIZE IN?

A: We specialize in commercial product, lifestyle, portrait, and editorial photography, and I also possess skills in art direction, directing videography, and video editing.

Q: HOW LARGE IS ALEXZANDER ROSA TEAM?

A: We have a large resource of team members I bring on set. My team ranges from 3 - 20 people depending on the scale of the project.

Q: WHAT TYPE OF PROJECTS DOES ALEXZANDER ROSA ENJOY DOING?

A: We enjoy it all, seriously! I wanted my portfolio to be as diverse as possible and wanted to get behind amazing projects.

Q: DOES ALEXZANDER ROSA HAVE A PHOTO STUDIO

A: Alexzander Rosa does have a photo studio based in Dtla where he welcomes clients to come and jump on board for shoots.

Q: HOW DO WE GET IN CONTACT?

A: Please feel free to email at HELLO@ALEXZANDERROSA.COM, We pride ourselves on responding quickly

THANK

YOU



DM@

ALEXANDERROSA
HELLO@ALEXANDERROSA.COM

IG. @
INFO@

ALEXANDERROSA
ALEXANDERROSA.COM

INFO

I hope you've enjoyed looking through my work. If you'd like to learn more about our process and the types of products we offer, please feel free to contact us. We look forward to providing creative value. Thank you again for considering us as your creative partner.