

Robert Requejo Ramos

SELECTED CASE STUDIES

Producer | Director | Editor | Writer

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RobbyMakesMovies.com

DOCUMENTARY • SOCIAL • BRANDED • PODCAST • EXPERIENTIAL

OVERVIEW

Miami-based producer, filmmaker, editor and writer with more than a decade of experience across documentary, narrative, social, branded, political, podcast and live-event work. I tend to work across the whole thing: developing the idea, figuring out production, shooting, editing, managing the moving parts and getting the project delivered.

SELECTED WORK

- South Beach Shark Club — Writer / Director / Producer / Editor. Miami Film Festival Documentary Achievement Award; DOC NYC Official Selection.
- WassupKaylee — Associate Producer. SXSW premiere; later featured on the Criterion Channel.
- René De Dios and the South Beach Shark Club — Writer / Director / Producer / Editor. Miami Film Festival CinemaSlam winner; PBS distribution.
- Lash Money — Produced a 10-episode educational video series for LashMakers that generated more than \$1M in revenue.
- Current social work — political campaign interviews, man-on-the-street content, rapid-turnaround reels, podcasts and short-form edits.
- Nine & Eye — project management and art direction across branded environments and live-event work, including projects for Formula 1, Gucci, Tiffany & Co. and JPMorgan.
- Miami Pro Rentals — founded and operated an event and production equipment rental business, managing logistics, inventory, scheduling and on-site support.
- Screenwriting — adapted a private client's memoir into a feature screenplay and develop original film and television projects; UCLA TFT Professional Program in Screenwriting.

WHAT I DO

Production management | Documentary interviews | Editing | Social content | Podcast production | Creative development | Pitch decks | Vendor and crew coordination | Archival research and licensing | Post-production delivery

Case Study 01 — South Beach Shark Club

Feature Documentary | Writer / Director / Producer / Editor



BRIEF Tell the story of the surfers, skaters and shark fishermen who grew up around the old South Beach pier in the 1970s, and use their memories to preserve a Miami Beach that had mostly disappeared.

WHAT I DID I wrote, directed, produced and edited the feature. The job covered interviews, archival research and licensing, story structure, production, post, festival delivery, distribution and marketing.

WHY IT WORKED The people were the movie. We let their personalities and memories carry the story instead of trying to turn it into a generic shark film. The archival material did the rest, showing a version of Miami Beach most people had never seen.

RESULTS Miami Film Festival Documentary Achievement Award (2022). DOC NYC Official Selection (2022). The film went on to commercial distribution and streaming release.

Case Study 02 — Lash Money

LashMakers | 10-Episode Educational Series | Producer

LASH MONEY

10 EPISODES / 12 HOURS

Interview-style educational series focused on the financial, entrepreneurial and marketing side of the beauty industry.

Produced for LashMakers

BRIEF Build a premium educational video product around LashMakers founder Elena Asher's business experience, aimed at beauty professionals who wanted more than technical training.

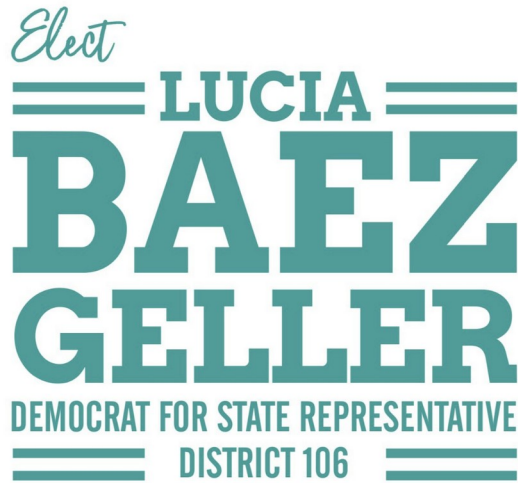
WHAT I DID I produced the 10-episode series and helped carry a long-form interview concept through production and final delivery. The project had to stay useful and watchable across roughly twelve hours of material, not feel like somebody simply pointed a camera at a seminar.

RESULTS The series became a paid digital product and generated more than \$1M in revenue. LashMakers and founder Elena Asher were later profiled by Forbes.

WHAT MATTERED The production had a practical job: package real business knowledge into something people would actually pay to sit with for hours. That meant structure, consistency and keeping the information moving.

Case Study 03 — Lucia Báez-Geller Social Campaign

Social Video | Production / Shooting / Editing



CURRENT WORK

- Candidate and community interviews
- Man-on-the-street content
- Issue-focused short-form video
- Rapid-turnaround reels and cutdowns
- Color, audio, titles and delivery
- Concept development and location-based formats

BRIEF Create social content for a local State House campaign that feels direct and human rather than like every other political ad.

WHAT I DO I shoot and edit candidate interviews, community conversations, man-on-the-street pieces and short-form campaign content. Because I come from documentary interviews, I'm comfortable producing while I'm running a camera and finding the useful moment as it happens.

THE EDIT I'm logging the piece in my head while I shoot: what the opening is, what reaction I need, where the cutaway lives, and what is missing before I leave. That makes the turnaround faster and keeps the final video from feeling overproduced.

RESULT A repeatable stream of short-form campaign content built for quick delivery across social platforms, with formats that can be reused around different issues, locations and community conversations.

Thank You

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