



Nicole Rosales

Digital Content Creator
Travel | Lifestyle | F&B

@nicole_rosales
nicolerosales.com

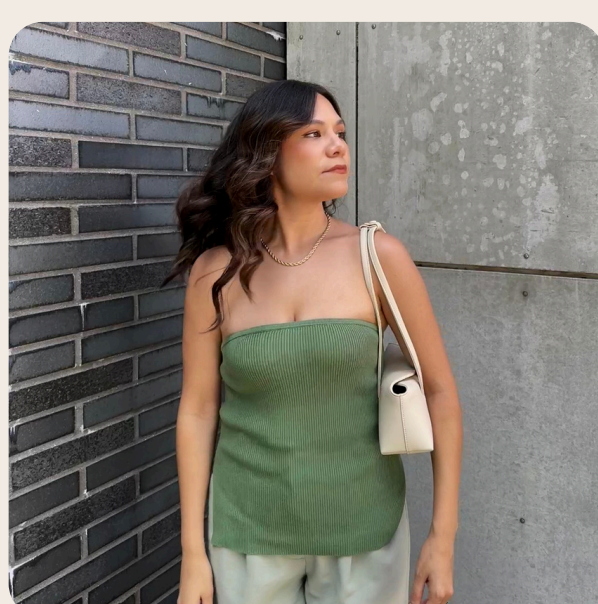
About me

With more than 10 years experience in TV news and PR, I'm dedicated to delivering high-quality videography and storytelling. My journalistic eye for detail, accuracy, and respect for meeting deadlines makes me a unique asset for clients.

Born and raised in Dallas, I have a deep connection to North Texas. It's important for me to continue to explore my city, uncover new gems and support small businesses, all while highlighting historic and meaningful places across the metroplex. While my love for local exploration is a passion, I'm also an avid traveler with annual trips to Europe and beyond. I genuinely believe every person has a story to tell – let me tell yours.



My expertise



Writer

As a 2x award-winning PR professional and a former TV journalist, I take a strategic approach to crafting a meaningful story with accuracy.



Videographer & Photographer

From authentic cellphone video work to polished content capturing using a DSLR, I'm confident in crafting a strong, visual story.



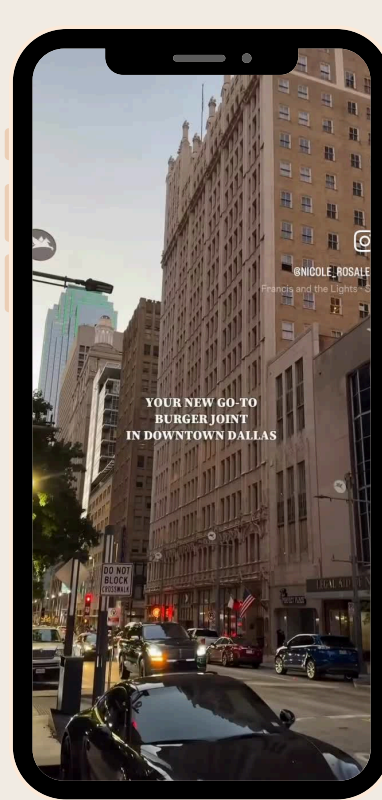
PR & Social Media

I have a strong understanding of how to drive public awareness through traditional media and online audiences. I work with clients across several industries including Fortune 500 companies, nonprofits, F&B, and leaders in education.

My services

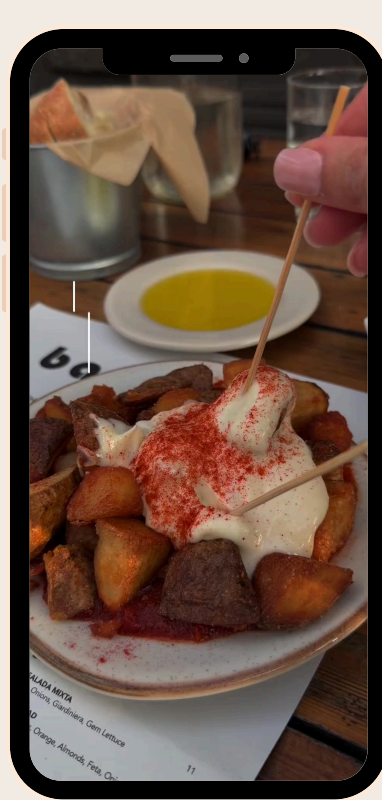
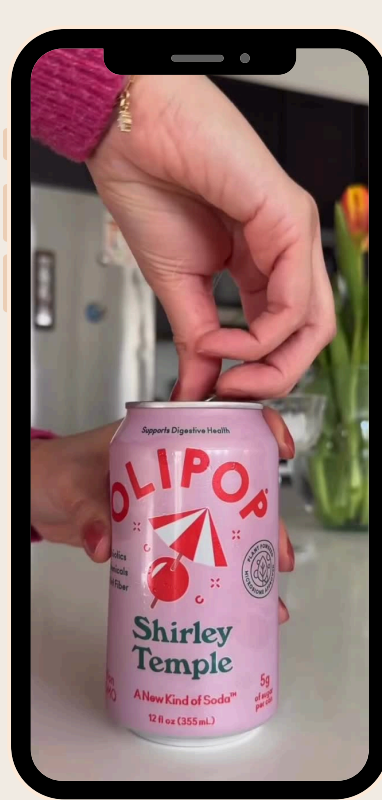
- Voice-over reels
- Video editing
- Scripting
- Interviewing subjects
- Light DSLR and/or cellphone photography
- Light graphic design for social media "stories"
- Short-form blogs
- Long-form articles (thoroughly researched with supportive data)
- Carousels with graphics
- Unboxing videos and/or photography
- Light Product, Food & Beverage photography

Collaborations



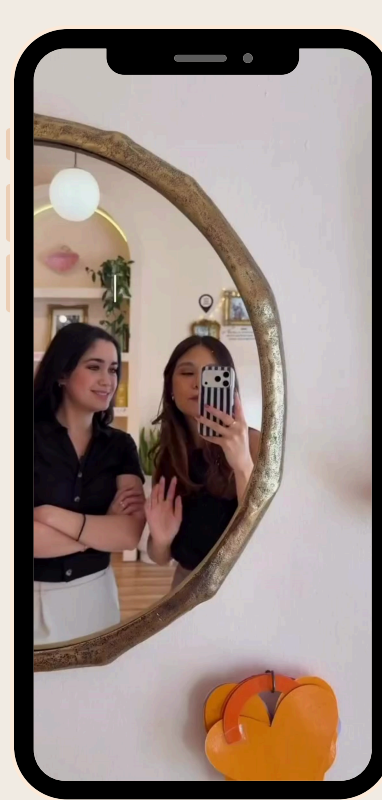
Capturing the Mood

Purely aesthetic, showcases the product



Voice-over Reel

Shares the guest POV of what to expect, how-to use the service



User-Generated Examples



UGC Unboxing

Focus is on packaging and contents inside



Voice-over Reel

Restaurant experience, walks audience through evening

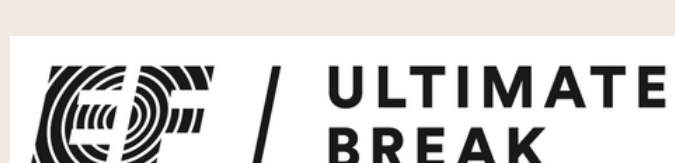


Carousel with graphics

Provides bite-sized tips for travelers visiting a new city, allows more creative visuals



Brand Partners



Let's tell a meaningful story together.

Contact me

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