

TAMARA ROSENFELD

Director • Producer • Editor • AI Videos

tamararosenfeld.com

Award-winning DGA director and producer known for cinematic, emotionally resonant storytelling across 30+ countries and 21 languages (Netflix, BBC, global brands). Editing since 2002 (FCP 3 onward). Creative lead across all stages of production, from concept through final delivery, with a strong instinct for shaping authentic stories, working with multilingual interviews, guiding teams toward a unified vision, and integrating emerging AI tools into the process.

Fluent with: DaVinci Resolve, Final Cut Pro, Google VEO, Sora, Runway, Midjourney, ElevenLabs, Suno, ChatGPT

TV / Film Documentaries (2016–Present)

- **Director / Executive Producer - *HARRY* (Current)**
HARRY is Pinocchio for the age of machine intelligence, with extraordinary access to a story asking what we are creating and what we are becoming.
 - **Director / Executive Producer - Brand USA (GoUSA) *American Beats* (2024)**
Creator, EP, and Director of a 4-episode musical series shot across U.S. cities.
 - **Director / Supervising Producer - Netflix *Street Food: USA* (2022)**
Supervising Producer (6 eps), Director (2 eps: Oahu & Portland). [Trailer Link](#)
 - **Director / Supervising Producer - Netflix *Street Food: Latin America* (2020)**
Supervising Producer (6 eps), Director (3 eps: Lima, La Paz, Buenos Aires). [Trailer link](#)
 - **Producer (Director) / Supervising Producer - Netflix *Street Food: Asia* (2019)**
Supervising Producer (9 eps); Producer (acting as director) (4 eps: Osaka, Seoul, Yogyakarta, Chiayi). [Trailer link](#)
 - **Director / Producer - BBC *100 Women: Life on Thin Ice* (2020)**
Filmed Indigenous families in the Arctic Circle on climate impacts.
 - **Director - Feature Documentary *Equal Playing Field* (2019)**
Women's equality in sports; shot at extreme altitudes (Mt. Kilimanjaro) & the Dead Sea.
 - **Story Producer - Netflix *Chef's Table* (2017–2018)**
Emmy-nominated series. Story Producer on Season 5 (Albert & Bo) and Season 3 (Virgilio). [Trailer Season 3](#) + [Trailer Season 5](#)
 - **Director / Additional Cinematography - *Wonder Women* (2016)**
Daytime Emmy-winning travel/adventure series. Directed "Women of the Ice" episode.
-

Chief Creative Officer - Magic Paper Labs (2023–2025)

Co-founder and CCO of an AR & AI startup behind Magic Greetings. Led creative strategy, video concepts, shooting, editing, design, and social campaigns.

Directed, edited, & produced 100+ short-form videos and ads. AI & Pipeline Highlights:
Built and supervised **AI-assisted production pipelines** using **Runway** and **Midjourney**.

Scripted (2009–Current)

- **Executive Producer / Director - *Eindis Ends It All* (2022–2023)**
Award-winning sci-fi dark/light comedy pilot filmed in Taiwan. Premiered at **Slamdance**.
 - **Commercial Freelance Director (2009–Current)**
Tropicana, Honda, Campbell's, Chevrolet, Jameson, Coca-Cola, Conimex, Unilever, Torani, AT&T, Best Buy, Lego, Comex, Nature Conservancy, Paper from Portugal, Lux, Akshaya Patra, CAST Software, IDA Sports, & more.
-

Social Impact & Branded Documentaries (2010–2025)

- **Alison's Adventures (2022-2025)** — Creative Collaborator & Story Producer on a global influencer-led film series (**30M+ monthly views, 3M+ subscribers**) inspiring environmental awareness, adventure, and cultural connection.
 - **Honda (2022)** - Director, "Future of Women in STEM" (ContagiousLA/RPA/Honda).
 - **MARS (2021)** - Producer & Director; two spots for Ben's Original and Wrigley's, filmed in India and England.
 - **Honda (2019)** - Director, "What You Carry" (ContagiousLA/RPA/Honda).
 - **Toyota Mobility Foundation (2018)** - Producer & Director; 4 spots filmed in Japan, India, Vietnam, Brazil, and Pennsylvania.
 - **Amy Schumer's StyleFund (2016)** - Director; interviewed Amy Schumer for short doc.
 - **Coca-Cola (2010–2015)** - Producer & Director; 30+ short documentary films across 12 countries.
 - **Unilever (2010)** - Director, Producer, & Cinematographer; "Dirt Is Good" campaign (5 countries).
 - Additional: **Reebok** (#LiveWithFire); **Chevrolet** (Route 66).
-

Awards

- **Daytime Emmy Winner** - *Wonder Women* (Director), 2017.
 - **Shoot New Directors Showcase** - Selected, 2014.
 - **Multiple MOFILM Commercial Wins** - 2009-2013.
 - **Portland Festival of Cinema, Animation & Technology** - Winner (Director/EP), 2023.
-

Education

- **University of Southern California (USC) - School of Cinematic Arts** - Bachelor's Degree in Film Production (2008)
- **FAMU (Prague)** - Film studies (2006)