



Aaron Antaloczy

Creative Director

Writer•Producer•Editor•Director

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Specialized Training

Judith Weston

Directing Actors Workshop

Robert McKee

Story Seminar

Group 101 Spots

Commercial Directing Fellowship

Maine Media Workshops

Commercial Directing
Advanced Camerawork

Avid

Media Composer Certification

I tell stories. Sure, most of the stories are a minute or less, but structure is just as important. There's a beginning, a middle, but I don't give away the end. My job is to entice the audience to watch a series, film or episode and experience the full story.

EXPERIENCE

Present
2010

The CW

Associate Creative Director

- Developing and producing launch campaigns and Upfront presentations.
- Writing, producing and editing on-air promos and viral videos.
- Directing shoots with series talent for custom spots.
- Responsible for training and mentoring the network's marketing interns.
- Shows include "Walker", "Riverdale", "Superman & Lois", "Dynasty", "iZombie" and "The Originals".

2010

ABC Family

Writer • Producer • Editor

- Writing, producing and editing on-air promos for shows and original movies.
- Shows include "Pretty Little Liars", "Greek" and "10 Things I Hate About You".

2009

NBC

Writer • Producer • Editor

- Editing custom shoot spots for "Heroes", "Chuck" and "Medium" that aired during Super Bowl XLIII.
- Writing, producing and editing promos for the launch campaigns of "The Tonight Show with Conan O'Brien" and "The Jay Leno Show" and the 2010 "Winter Olympics".

2008
1999

Kids' WB!

Writer • Producer • Editor • Director

- Writing, producing and editing on-air spots, interstitials and presentations.
- Specialized editing for animation, VFX and compositing.
- Directing shoots with celebrities or kids, often on green screen, to composite talent and cartoon characters into custom promos.
- Directing voice talent.
- Finishing spots by creating graphics, doing color correction and tagging.

ADDITIONAL CLIENTS

ABC, Disney Channel, Disney XD, Hallmark, Lifetime, SOAPnet and Warner Bros. Worldwide Marketing

RECENT PROJECT HIGHLIGHTS

2023
2021

WALKER

- Lead creative on the series launch campaign, scoring a 3-year ratings high for The CW.
- Writer/Producer/Editor on all promos for the series, including episodic, generics and season 2 & 3 launch spots.
- Creative Director over radio campaigns.

2023
2018

RIVERDALE

- "The Last Ride" presentation promoting the final season of the hit show.
- Produced a shoot for custom vertical format spots to promote Season 4 on social media.

2019

BATWOMAN, NANCY DREW and KATY KEENE

- Produced and Directed a shoot to create social media cinemagraphs promoting the series launch of the three shows.

2018

PARANORMAL RV

- Wrote and directed this 9 minute comedy/horror short film.
- Top 5 finalist of the WB Employee Film Showcase.

2017

DYNASTY

- "1% of the 1%" launch campaign comedically exploring the excesses of the super wealthy.
- Wrote and Directed custom shot spots for on-air, viral and one created specifically for the Jumbotrons at New York City's Penn Station.