

MANUEL CARRILLO III

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Specializing in all forms of personality-driven content creation — written, photographic, video, and podcast — Los Angeles-based freelance automotive editor Manuel Carrillo III is ignited by all things with wheels. His single-minded focus in life is to become more intimate with the machines that move us.

EDUCATION

BACHELOR OF SCIENCE IN COMMUNICATION 9/2003 - 6/2008

California State Polytechnic University, Pomona

WORK EXPERIENCE

FEATURES WRITER

Robb Report 2/2014 - Present Los Angeles, CA

- Robb Report attracts a discerning audience with a shared appreciation for quality, heritage, and exclusivity. With its fingers on the pulse of the latest superlative products and experiences, Robb Report is synonymous with the best of the best. Regarded as the most influential journal of living life to the fullest, Robb Report features content from the world's foremost luxury experts, covering every category and passion.

AUTOMOTIVE CONTENT EDITOR

Internet Brands 2/2014 - 2/2018 El Segundo, CA

- Responsible for editorial projects and web, video, event, social media content across 22 Internet Brands automotive enthusiast websites. Strategized and planned engaging features with editorial team. Assisted in management of 19 freelancers and three freelance copy editors/feature writers. Assigned stories and edited copy. Wrote car/truck/motorcycle reviews and automotive news/editorial.
- Wrote, shot, directed, hosted, produced, edited vehicle review videos. Wrote, voiced and sound-engineered vehicle overview videos. Established and maintained automotive/motorcycle industry contacts. Networked with automotive professionals at car shows, press launches and industry events.

FREELANCE WRITER

Internet Brands 6/2013 - 2/2014 El Segundo, CA

- Wrote articles and features for 6SpeedOnline.com, MBWorld.org, 5Series.net, ScionLife.com, F150online.com, ClubLexus.com, LS1Tech.com and CorvetteForum.com.

SOCIAL MEDIA DEVELOPER

Autofiends.com 4/2012 - 6/2013 Hollywood, CA

- Organically grew Twitter account to 15,238 followers (7.5-percent increase year over year). On 4/3/2013 the Autofiends Twitter account was listed in duPont Registry's "Top 10 Automotive Twitter Profiles to Follow".
- Curated/aggregated content from other automotive websites using WordPress and Taptu. Wrote articles targeted toward the automotive enthusiast.

PRODUCTION ASSISTANT

Ed Hardy 2/2009 - 4/2012 Culver City, CA

- Assisted fashion campaign photographer with photo shoot logistics, lighting and effects.

PROMOTIONS COORDINATOR

CBS Radio 3/2007 - 2/2009 Los Angeles, CA

- Wrote commercial copy and press releases for major station events and giveaways. Managed radio station's 100,000-plus email subscriber database. Wrote promotional newsletter.
- Collaborated with advertising/PR firms to build prize promotions and value-added campaigns. Managed public affairs activity and internship program personnel. Performed voiceovers.