

RICO REYEZ

Geraldo A. Reyes Rivas

Creative Director · Choreographer · Show Producer · Performer

Director Creativo · Coreógrafo · Productor de Shows · Performer

San Juan, PR · NY · LA · Global | g.kingscreative@gmail.com | 929-595-1654 | @RicoReyez

PROFESSIONAL PROFILE / PERFIL PROFESIONAL

Creative Director, Choreographer, and Licensed Show Producer with nearly 30 years in the performing arts and 15+ years in high-level international productions — cruise lines, film, television, and the music industry. With over 1,000 live performances, his work spans Broadway-caliber stage productions, music videos, brand campaigns, and artist development. Licensed Event Producer under Puerto Rico Law No. 113 (2005) and Law No. 205 (2016), registered with OSPEP (Oficina de Servicios al Productor de Espéctáculos Públicos) and the Colegio de Productores de Espéctáculos Públicos. Bilingual EN/ES · SAG-Eligible · San Juan, PR · Global availability.

Director Creativo, Coreógrafo y Productor de Espéctáculos Públicos Licenciado con casi 30 años en las artes escénicas y más de 15 años en producciones internacionales de alto nivel. Licenciado bajo las Leyes Núm. 113 (2005) y Núm. 205 (2016) del Estado Libre Asociado de Puerto Rico, adscrito a OSPEP y al Colegio de Productores de Espéctáculos Públicos. Bilingüe EN/ES · SAG-Elegible · Disponibilidad global.

CORE SKILLS & EXPERTISE / HABILIDADES PRINCIPALES

Creative Direction	Choreography / Coreógrafo	Show Production
Stage Management	Lighting & Video Tech	Branding & Visual Identity
Adobe Creative Suite	Resolume Arena	Final Cut Pro / Logic Pro
Event Production	Artist Development	Social Media Strategy

PROFESSIONAL EXPERIENCE / EXPERIENCIA PROFESIONAL

Founder & Creative Director / Fundador y Director Creativo

Tha Factory Dance Center & La Fábrica · San Juan, PR

- Founded and directed multidisciplinary dance studios focused on commercial, theatrical, and competitive training.
- Directed creative development, faculty recruitment, marketing strategy, and community engagement.
- Choreographed and produced original shows, competitions, and artist showcases.
- Dirigió estudios multidisciplinarios de formación comercial, teatral y competitiva. Dirección creativa, reclutamiento de faculty y estrategia de marketing.

Freelance Choreographer & Creative Director / Coreógrafo y Director Creativo Independiente

Various Artists & Productions · PR · NY · LA · Global

- Choreographed music videos, live stage shows, and promotional tours for Farruko, Rafa Pabón, Christian Daniel, De La Ghetto, Zion & Lennox, Brytiago, and more.
- Directed creative concepts from pre-production through final performance execution.
- Co-choreographed NBA Halftime Show alongside Sonja Allende.
- RuPaul's Drag Race alumni Denali and Yara Sofia — choreography and stage direction.

Production Dancer / Bailarín de Producción

International Cruise Lines · Worldwide

- Princess Cruises (Crown Princess, Regal Princess, Majestic Princess) — Born to Dance, Magic to Do, Bravo, Fiera, Spectacular.
- Holland America Line (M/S Eurodam) — Dancing with the Stars at Sea, In Concert, Dreampark.
- Carnival Cruise Line (Fantasy & Pride) — Jazzing, Vroom, Ticket to Ride, Nightclub Express.
- Royal Caribbean International (M/S Splendour of the Seas) — Make Mine Broadway, Jump Jive and Swing, Starstruck.
- Assistant Cast Manager at Princess Cruises — 4+ shows per week, multiple international contracts.

Graphic Designer & Marketing Consultant / Diseñador Gráfico y Consultor de Marketing

Freelance — Various Clients · PR · NY · Remote

- Designed visual identities, digital assets, and campaign strategies for brands across fashion, nightlife, and wellness.
- Applied trend-driven design and performance marketing to boost online presence and audience engagement.

Lighting & Video Technician / Técnico de Iluminación y Video

Music Express · Santurce, PR

- Programmed and operated lighting systems for concerts, theatrical events, and visual media productions.
- Developed LED content and video mapping environments using Resolume Arena.

Lighting & LED Wall Technician / Tour Crew / Técnico de Luces y LED Walls — Gira Internacional

Darell — International Tour · PR · Dominican Republic · Chile · Colombia · Bolivia · USA · + More

- Lighting technician and LED wall installer for full-scale international concert tour across Latin America and the United States.
- Responsible for assembly, configuration, and operation of LED walls and full lighting rigs in multiple international venues.
- Técnico de iluminación y montaje de LED walls en gira internacional a través de América Latina y Estados Unidos.

FILM, TELEVISION & COMMERCIAL / CINE, TELEVISIÓN Y COMERCIALES

Film / Cine	Role / Rol	Studio / Production
Dirty Dancing: Havana Nights	Principal Dancer	Paramount Pictures
Television / Televisión	Role / Rol	Studio / Production
Rihanna — The X Factor USA	Featured Dancer	Choreo: Tina Landon / Tanisha Scott
Miss World — Telemundo	Featured Dancer	Choreo: Emmanuel De Jesús
Gloria Trevi — Telemundo	Featured Dancer	Choreo: Sonja Allende
FLIX — Various TV Shows	Featured Dancer	Choreo: Janet Briseño
Quién Baila Mejor — WAPA TV	Dancer	Dance Reality Competition PR
Commercial & Industrial / Comerciales	Role / Rol	Studio / Production
Adidas — Workout Video 2011 & 2012	Dancer	Dir. Marta Formoso
Mountain Dew — National Campaign	Dancer	Dir. Raphy Flores
NBA Halftime Show	Dancer / Co-Choreographer	w/ Sonja Allende
KIA Motors Commercial 2014	Dancer	Dir. Danny Lugo
KIA Motors Billboard 2014	Model	Dir. Elias Ressegatti

Kenneth Cole Reaction 2007	Model	Dir. Terry Richardson
Redken Hair Products	Dancer	Campaña Comercial
Coors Light Puerto Rico	Dancer	Campaña Comercial

MUSIC VIDEOS — CHOREOGRAPHER / VIDEOS MUSICALES — COREÓGRAFO

As Choreographer / Como Coreógrafo	Role / Rol	Studio / Production
Christian Daniel — "Ahora Que Te Vas"	Choreographer	296M+ Views
Farruko & El Alfa — "La Opinión Es Tuya"	Choreographer	
Rafa Pabón — "Así"	Choreographer	
Joseph Alicea — "Pégate"	Choreographer	
Kaya Jones — "Release the Energy"	Choreographer	
Kaya Jones — "Like You"	Choreographer	
Kaya Jones — "Boyfriend"	Choreographer	

As Dancer / Como Bailarín	Role / Rol	Studio / Production
Jennifer Lopez — "Papi"	Dancer	Choreo: Nappytabs
Christian Chávez — "Libertad"	Dancer	Choreo: Jull Webber
K. Rose — "Sleep When I'm Dead"	Dancer	Choreo: Chris Downey
Meital — "Yummy"	Dancer	Choreo: Cristina Benedetti

LIVE STAGE & CONCERTS / ESCENARIO EN VIVO & CONCIERTOS

As Choreographer / Como Coreógrafo	Role / Rol	Studio / Production
Bad Bunny — Kings of Trap Concert, PR	Assist. Choreographer	Choreo: Diego Rivera
De La Ghetto — Promo Tour	Assist. Choreographer	Kingz Co.
Brytiago — Promo Tour	Assist. Choreographer	Kingz Co.
Bryan Myers — "Bipolar"	Choreographer	Kingz Co.
Shalimar Rivera — "Rumbón Tour"	Dancer / Choreographer	Rico Reytez
Stebani Cruz — Promo Tour	Dancer / Choreographer	Rico Reytez
Devon — "On & On"	Dancer / Choreographer	Rico Reytez / Josue de la Vega
Philly Perry — "Electric"	Dancer / Choreographer	Rico Reytez / Josue de la Vega
Angel & Khriz — Guaya Guaya Concert	Dancer / Choreographer	Rico Reytez / Juan K. Garcia
Zion & Lennox — Stage Show	Choreographer	Rico Reytez
Alexis & Fido — Showcase	Choreographer	Rico Reytez
Rafa Pabón — Live Set	Choreographer	Rico Reytez
Lenny Tavárez — Performance	Choreographer	Rico Reytez

Darell — Live Set	Choreographer	Rico Reyes
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As Dancer / Como Bailarín	Role / Rol	Studio / Production
Spice Wannabe — Las Vegas	Dancer	Choreo: Jonathan Ray Claudio
Gloria Trevi — Gibson Amphitheater	Dancer	Choreo: Danilo
Carolina La O — Bacardi Concert	Dancer	Choreo: Juan K. García
Gloria Trevi — International Tour	Dancer	Choreo: Sonja Edel & Chris Granitz
Fat Joe — "Lean Back" Performance	Dancer	Choreo: Yanira Félix
Rakin & Ken-Y — Promotional Tour	Dancer	Choreo: Sonja Edel
Jean Fonsi — Telemundo Concert	Dancer	Choreo: Danny Lugo
Ninel Conde — Premios Juventud	Dancer	Choreo: Aníbal Marrero
Héctor El Father — Concert	Dancer	Choreo: Yanira Félix
Objetivo Fama — Concert	Dancer	Choreo: Emmanuel De Jesús
Kat Graham — "I Want It All"	Dancer	Choreo: Oskar Rodríguez
Protagonistas de la Música — Concert	Dancer	Choreo: Damian O.

Drag & Performance Art	Role / Rol	Studio / Production
Denali — RuPaul's Drag Race Alum	Choreographer / Director	Stage Performance
Yara Sofia — RuPaul's Drag Race Alum	Choreographer / Director	Stage Performance
Circuit Mom — Opening Acts 2022 & 2023	Choreographer	Feature Performances

EDUCATION & TRAINING / EDUCACIÓN Y FORMACIÓN

B.A. in Arts and Entertainment Business (In Progress) / Bachillerato en Negocios del Arte y Entretenimiento (en curso)

Universidad del Sagrado Corazón · San Juan, PR

- Minor in Event Production & Marketing · Minor in Theatrical Productions
- Certificate in Event Marketing & Production
- Coursework: Technical Production (Lighting, Rigging & Sound), Stage Management, Music Business, Artist Representation, Commercial Law, Event Communication Strategies, Organizational Dynamics.

Fashion Design Program

Escuela de Diseño Lisa Thon · San Juan, PR

Cosmetology & Professional Makeup Certification

Rogies School of Beauty Culture · San Juan, PR

DANCE TRAINING / FORMACIÓN EN DANZA

Styles: Ballet · Jazz · Contemporary · Lyrical · Hip Hop · Commercial · Musical Theatre · Vogue · Waacking

Institutions: Broadway Dance Center (NY) · Steps on Broadway (NY) · Millennium Dance Complex (LA) · The Edge Performing Arts Center (LA) · Ballet Royal de Puerto Rico · School for the Performing Arts PR · Focal Point Dance Studios (FL)

Licensed Show / Event Producer — Productor de Espéctáculos Públicos Licenciado

Oficina de Servicios al Productor de Espéctáculos Públicos (OSPEP) · Departamento de Hacienda, Puerto Rico

- Colegio de Productores de Espéctáculos Públicos — Colegiado
- Ley Núm. 113 de 2005 y Ley Núm. 205 de 2016 — Estado Libre Asociado de Puerto Rico

Certification in Crisis Management & Human Behavior on Passenger Ships

Approved by the Maritime and Coastguard Agency (MCA) — United Kingdom

- Ship Familiarization
- Basic Firefighting
- Basic First Aid & Survival Craft Procedures
- Emergency Response & Passenger Management
- Human Relationships & Communication in Crisis
- Hosting Passengers with Disabilities
- Establishing & Maintaining Effective Communications
- Risk Assessment & Security Awareness
- Lifting, Carrying & Safe Movement Protocols

Additional Certifications / Certificaciones Adicionales

- Crew Welfare Management
- Environmental Management Systems (Basic)
- Certificate of Excellence in Computer Literacy — Col. Carlos M. Rodríguez, San Juan, PR
 - Recognized for outstanding performance in digital tasks, software proficiency, and problem-solving in tech-based coursework.

International Maritime & World Travel Distinctions / Distinciones Marítimas Internacionales

- **Certificado de Vuelta al Mundo / Round the World Certificate** — Awarded for completing a full circumnavigation of the globe during international cruise contract service. Crossed the International Date Line and the Equator on multiple occasions.
- **Orden de Neptuno / Order of Neptune** — Traditional maritime honor awarded upon first crossing of the Equator at sea. Issued aboard international cruise vessel during contracted production service.
- **Certificado de Cruce de la Línea Internacional de Cambio de Fecha** — Awarded for crossing the International Date Line aboard a vessel during contracted cruise service in the Pacific.