



## PABLO TOLEDO

2010 Reynolds Fellow  
Gallatin School of Individualized Study  
Master of Arts, May 2012  
Storytelling & Social Change



Pablo Toledo is an accomplished filmmaker and communications professional with expertise in both the creative and business sides of storytelling. A graduate of the University of Southern California's School of Cinematic Arts, Toledo's work focuses on building communities through strategic communications, developing video partnerships, and empowering youth and underserved communities to tell their own stories.

Pablo has a proven record of developing interactive and social marketing campaigns for many of the world's most trusted nonprofits and social justice organizations. Currently serving as the Creative Director at Camino Public Relations, Pablo leads projects that incorporate storytelling through various forms of media and that harness the power of digital marketing and advertising. His projects demonstrate a diverse array of versatile design and new technology skills, which he has a keen ability to tailor for organizations with a range of budgets and resources.

In 2002 he founded the New Media Project, a federally funded program that teaches film and video skills to at-risk youth. He was instrumental in turning the New Media Project from a pilot venture into a nationally recognized program that has been credited with helping more than 200 youth earn their GEDs while studying multimedia production.

Pablo began his filmmaking career in 2000 when he wrote, directed and produced the groundbreaking independent film "Runnin' At Midnite," a feature film about youth and midnight basketball. The film played at world-renowned film festivals in Austin, New York, San Francisco, Palm Springs, Los Angeles, and most recently in Oaxaca, Mexico.

In addition to feature film work, Pablo has produced and directed commercials for local and national entities, including the National Organization for Women (NOW) and the National Association of Latino Independent Producers (NALIP), as well as for political campaigns. He previously served as Lead Artist and Director of Film and Digital Education at Venice Arts. He was also Program Manager for the Institute for Photographic Empowerment, an online project between USC Annenberg School of Communication and Venice Arts that supports and promotes the field of participant-produced documentary photography.

# REYNOLDS



The Catherine B.  
Reynolds Foundation  
Program in Social  
Entrepreneurship

**Pablo is frequently invited to present at national conferences and local workshops, as well as at educational institutions, such as USC, the University of Arizona, The New School and Eastern Michigan University. Presentation topics include social entrepreneurship, storytelling and filmmaking, and social commentary in cinema and strategic communications.**

**From 2001 to 2004 he served as adjunct faculty in the School of Media Arts at the University of Arizona.**

**Pablo is a master's candidate at New York University and a 2010 Reynolds Fellow in Social Entrepreneurship. He is currently developing his second feature film, "The Killables." The film explores themes of immigration and homelessness along the U.S.-Mexico border.**

**A native of Tucson, Arizona, he currently resides in Brooklyn, New York.**