

Ryan Rosenbaum

Cinematographer + engineer for endurance sport

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I film endurance athletes, then build the software and systems around them. Ten years across swimming, and now triathlon: co-founded Phlex, run marketing and engineering at deBoer, produce Caeleb Dressel's channel and build his training tools.

▣ EXPERIENCE

- 2026–now **Marketing director + engineering** · deBoer
Storefront, team programs, monitor, content system
- 2026–now **Founder** · SwimPass
Open-water conditions for 59k spots; iOS + watchOS
- 2025–now **YouTube producer, training-tools consultant** · Caeleb Dressel
Channel end to end; private analytics tooling
- 2016–now **Cinematographer + creative director** · Independent
Nike Swim, Arena, NoBull, Speedo, deBoer; SEC Network, CBS, ESPN
- 2016–2024 **Co-founder, creative director, engineer** · Phlex Swim
Hardware launch, Apple Watch app, every film
- 2021–2021 **Head of content** · Cali Condors (ISL)
Sole creator, two European hubs, ISL Season 3
- 2015–2018 **Digital media specialist** · University of Florida Athletics
Swimming and diving, SEC championships

▣ SKILLS

CAMERA

Underwater and on-deck cinematography · BMPCC 6K Pro
· RED Komodo · Stills

POST

DaVinci Resolve (edit, grade, scripting API) · Final Cut Pro
· BRAW pipelines

ENGINEERING

TypeScript / Next.js · Cloudflare Workers + R2 · Shopify ·
Swift / SwiftUI / watchOS · Python

OPERATING

Solo marketing operations · Content systems · Monitoring
and analytics

▣ EDUCATION

Master's, Web Development
University of Florida

B.S., College of Journalism and Communications
University of Florida · 2015