

Oscar Adame Galeano

Writer, Cultural Strategist & Narrative Designer

Published in: DAZED · Rolling Stone · WIRED · CNN · W Radio

Former Editor-in-Chief — WARP Magazine | Romero Games Collaborator

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Writer, editor and cultural strategist whose work examines the lines where music, politics, and identity intersect. Strategic consultant for WGSN on Mexican popular culture.

Former Editor-in-Chief of WARP Magazine, he helped shape Latin America's contemporary music conversation, has been featured as an expert on CNN and W Radio, and has interviewed artists including Björk, Damon Albarn and Billie Eilish.

His bylines in DAZED, Rolling Stone, Hot Press and WIRED en Español explores pop music as political storytelling and soft power, a critical framework that extends into narrative design for video games, most recently collaborating with John and Brenda Romero at Romero Games.

Founder of a PR agency, he has directed campaigns for Latin Grammy-winning artists, blending critical analysis with strategic communication.

Selected Experience

Narrative Designer

Romero Games · 2024 – 2025

- Contributed **narrative architecture, in-game documents and lore** for an upcoming AAA title, applying a critical framework developed across a decade of music journalism and cultural analysis.
- Authored **in-game documents, style guides, and the narrative bible** to ensure consistency and **cultural authenticity** across the development team.
- **Collaborated directly with John Romero (creator of DOOM)** on immersive storytelling and world-building.

Editor-in-Chief

WARP Magazine · 2017 – 2023

- Transformed WARP into Latin America's leading music publication, **tripling web traffic to 450k+ monthly visits**.
- **Directed and conducted 500+ interviews**, photoshoots, and 29 cover features with artists such as **Björk, Billie Eilish, Jack White** and **Gustavo Santaolalla**.
- Broke the **Gorillaz x Bad Bunny** collaboration news in an **interview with Damon Albarn (OBE)**, achieving global media coverage and engaging a readership of 1M+, demonstrating an ability to identify and frame culturally pivotal stories for a mass audience.
- Secured and produced a **historic photoshoot with Interpol at the Joaquín Clausell Studio (Mexico City Museum)**, negotiating directly with the Ministry of Culture, the only session ever permitted in the venue's 100+ year history.

Cultural Analyst & Contributor – WFM with Alejandro Franco

W Radio México · 2018 – 2023

- Produced and hosted weekly segments analyzing global music trends for the **most influential broadcast network in Latin America**.

Founder & Strategic Lead (*Boutique Consultancy*)

POOLP Media Agency · 2022 – Present

- Founded a **PR agency** specialized in music and culture.
- Directed over 20 press campaigns for Latin Grammy-winning artists, **Warner Music México** and **Virgin Records (alongside ACT Media)**, securing features in **Rolling Stone en Español, GQ México, Playboy México, and Elle México**.
- Developed editorial and media strategies that bridge critical cultural analysis with audience development across Latin America.

Selected Writing & Media Features

- **Published in:**

DAZED, Rolling Stone en Español, **WIRED en Español**, Hot Press, **El Sol de México**.

- **Featured as expert in:**

CNN en Español (USA), Telefórmula (México), **Cadena Ser (Spain)**, The Clinic (Chile), **Ulysses (France)**, El Universal (México), and Fuera de Hora (Argentina).

- **Consultancy & analysis:**

Invited by **WGSN** to provide expert insight on Mexican contemporary culture. His writing on Latin American music trends has been published in the US, UK, and Russia.

- **Public speaking:**

Invited speaker on digital media and culture by Deezer, UNAM (National University of Mexico), and the Spanish Cultural Center (CCE).

Education

Master's Degree in Writing - National University of Ireland Galway (NUIG) · Galway

Bachelor's Degree in Audiovisual Communication - Universidad del Claustro de Sor Juana (UCSJ) · Mexico City

Areas Of Work & Expertise

- **Writing & Criticism**

Cultural Criticism · Music Journalism · Editorial Strategy · Feature Writing · Interviewing

- **Narrative & World-Building**

Narrative Design · Interactive Storytelling · Lore & World-Building · Game Writing

- **Cultural Strategy**

Latin American Markets · Artist Development · Media Relations · PR Strategy · Creative Direction

Languages

Spanish (Native) · English (Full Professional Proficiency)