

Oscar Adame Galeano

Writer, Editor & Cultural Strategist

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Writer, editor and cultural critic working at the intersection of music, politics and global youth 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 work for DAZED, Rolling Stone and WIRED 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.

Co-founder of a PR agency, he has directed campaigns for Universal Music, Virgin Records and Latin Grammy-winning artists, blending critical analysis with strategic communication.

Based in Ireland. MA in Creative Writing, University of Galway.

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, with Alejandro Franco**.

Founder & Strategic Lead

POOLP Media Agency · 2022 – Present

- Founded a **PR agency** specialized in music and culture, working with **Universal Music México** and **Virgin Records**.
- Directed over 20 press campaigns for Grammy-winning artists, 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, El Sol de México, Hot Press.

- **Featured as expert in:**

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

- **Essays & analysis:**

My writing on Latin American music trends has been translated and published in the US, UK, Argentina 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 · Essay

- **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)