

ESMERALDA RODRIGUEZ

Marketing & Creative Director

760-687-5423

Richmond, CA

linkedin.com/in/esmeraldar/

esme.m.rodriguez@outlook.com

www.esmeralda-creates.com



PROFILE

Cross-functional employee with experience in Marketing, UX/UI, Project Management, Website Development & Management, and Event Planning in addition to an extensive background in Sales, Operations, and Customer Service. Creative contributor who excels in fast-paced environment, meeting tight deadlines, and embraces challenges with a “can do” enthusiastic work ethic. I am a visionary that is detailed oriented, self-motivated, and dependable.

EXPERIENCE

DOTTIE DOOLITTLE | MARKETING MANAGER | WEBSITE MANAGEMENT | OFFICE MANAGER

Oct. 2022 – Current

My combined efforts within each of these roles have had a direct impact on e-commerce resulting in a 128% increase of online sales YTD in comparison to last year.

- Developed consistent & engaging email marketing campaigns that have contributed over \$90,000 to total sales in the last six months. This represents a 400% growth in email marketing contributions compared to the previous 6 months.
- Boosted social media presence by implementing a focused strategy and content calendar that improved our reach on Facebook by 4.4k% and Instagram by 2.9k% and our profile visits on Facebook by 536% and Instagram by 161%.
- Developed multiple ads targeted to various stages of the customer funnel that increased online sales by 50% in the last two months.
- Implemented multiple streamlined processes for organizing documents, receiving merchandise, and entering orders that have helped reduce inventory errors and increase store efficiency.
- Improved user experience by elevating website layout with filtered categories for customers to easily find what they are looking for, in turn decreasing bounce rate by 50%.

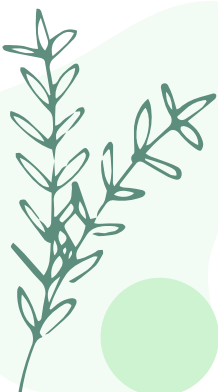
ARMOIRE APP

Aug. 2021 – Aug. 2022

MARKETING & CREATIVE DIRECTOR

Risen to the challenge of a multitude of positions & responsibilities in creating and launching a mobile app.

- Built & maintained company website leading to a 10% increase of traffic month over month.
- Created & managed social platforms generating over 23K views in the last 6 months.
- Developed creative & unique content which consistently reached over 2K accounts with an average engagement rate of 1.6% on Instagram.
- Conducted market research to analyze customers behavior and insights on our UX/UI.
- Key contributor to UI/UX of our app including creating wireframe for workflow and designing app icons.



ESMERALDA RODRIGUEZ

Marketing & Creative Director

760-687-5423

Richmond, CA

linkedin.com/in/esmeraldar/

esme.m.rodriguez@outlook.com

www.esmeralda-creates.com



EXPERIENCE CONTINUED

FLEET WEEK

Sept. 2022 - Oct. 2022

CONTENT MANAGER

Created Digital Marketing Strategy to enhance brand awareness and strengthened customer relationships.

- Developed a new fundraising strategy which raised \$30,000 in the first three weeks of launch.
- Improved social media strategy by integrating a wider variety of platforms each with it's own tailored content which had an 846% increase in Facebook page visits, 2.2K% increase in Instagram page visits, and 296% increase in Instagram followers.

Jun. 2018 – Oct. 2018

- Developed a fundraising strategy which raised \$10,000 in the first three weeks of launch.
- Created an integrated Social Media Strategy which increased social media presence by 25%.
- Developed key messaging, graphics, and marketing collateral that were well received by target audience.
- Utilized social media analytic tools to track customer engagement and draw conclusions about user data.

T-MOBILE

Jan. 2020 – Dec. 2021

PROJECT MANAGER FOR EVENTS AND OUTREACH

Assisted in the planning and execution of all events and provided meticulous administrative support to senior staff.

- Strong verbal and written communication in writing and preparing proposals, presentations, and creative marketing content for all events.
- Built partnership with 4 international schools which helped increase number of activations by 15% each month.
- Spearheaded my own field marketing project which acquired 20 business accounts in the span of 4 days.

May 2017 – Dec. 2019

MOBILE EXPERT

Extensive experience in sales and working with a diverse group of customers in two of the highest volume stores in the country.

- Consistently exceeded sales goals and ranked in the top 1% of new activations with feature revenue attachment of store sales.
- Provided outstanding customer service and received highest number of surveys with perfect scores year after year.

SKILLS

- Digital Marketing
- Content Creation
- Microsoft Office
- Sales Devolvement
- Market Research
- GSuite
- Project Management
- UX/UI
- Outlook
- Website Development
- Salesforce.com
- Fluent in Spanish

