



# RESUME

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## Summary

Currently pursuing a Creative Advertising diploma at Seneca Polytechnic, I bring a blend of strategic thinking and creative execution to develop impactful campaigns. Excited to contribute my expertise in crafting compelling copy and executing strategic campaigns for Saatchi & Saatchi.

## Skills

- Copywriting & Art Direction
- Strategic Communications
- Social Media Campaigns
- Graphic Design
- Advertising
- Bilingual: English & Spanish

## Work Experience

### **Brand & Marketing Specialist** *Intelligent Digital Strategies* | Toronto | Aug 2016 – Present

- Developed and executed digital marketing strategies that can increase website traffic by 20% and social media engagement by up to 35%.
- Spearheaded online advocacy efforts and community outreach, increasing brand visibility and generating 500+ new social media followers within the first quarter of the client's campaign.
- Built and managed a brand ambassador network that boosted social media shares by 25% and improved customer engagement metrics by 20%.

### **Digital Account Strategist** *The Marketing Centre* | Remote | Jan 2023 – Jan 2024

- Led a team of 5 to execute integrated digital marketing campaigns, resulting in a 25% increase in client engagement and a 15% boost in conversion rates within 6 months.
- Developed and implemented data-driven digital marketing strategies, improving client campaign performance by 25% through targeted optimizations.
- Acted as the primary client liaison, providing strategic recommendations that drove up to a 10% upsell increase across 3 out of 5 accounts.

### **Marketing Director** *Herber Garcia Realtor* | Peel | Jun 2021 – Jan 2023

- Led a \$50K marketing campaign that grew brand awareness by 30% within 6 months, contributing to a 20% increase in sales.
- Developed and executed marketing strategies that increased client acquisition by 15% and retained 90% of existing customers.
- Managed all marketing communications, streamlining processes to reduce administrative overhead by 10%, ensuring efficient daily operations.

**Agency Account Strategist**      *Google via Teleperformance* | Toronto, ON | Oct 2019 – Jun 2021

- Managed a portfolio of 140-150 client accounts, optimizing Google Ads campaigns to drive a 20% increase in average ROI across all accounts.
- Conducted strategic advertising consultations, resulting in a 25% increase in client ad spend and capturing additional sales opportunities through personalized campaign recommendations.
- Exceeded quarterly revenue and performance targets by 15% by building strong relationships with agency partners and key decision-makers.

## Education

### Creative Advertising Diploma

*Seneca Polytechnic* | Toronto, ON | Graduation: June 2025

- President's Honour Roll

## Volunteer Experience

### Director of Communications

*LACSN* | Sep 2017 – Sep 2019

- Managed internal and external communications, including newsletters and social media channels, for member organizations and community outreach.

### Volunteer

*Toronto International Film Festival (TIFF)* | Sep 2015 – 2020

- Assisted patrons during festival events, providing information about films and directing attendees to venues while maintaining order at the TIFF Bell Lightbox.