



Ashley Ivana Rodriguez

Social Media Strategist • Content Creator • Designer

Marketing and communications professional with 3+ years of experience creating content and campaigns that showcase organizational culture, values, and mission. Skilled at translating strategic vision into clear, engaging storytelling across digital platforms, supported by paid media and performance analytics. Recognized for a collaborative, hands-on approach, strong attention to detail, and a passion for building authentic, engaging brands.

Contact

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Core Skills

- Social Media Strategy & Analytics
- Content Creation
- Paid Ads (Meta Ads Manager)
- Campaign Planning & Execution
- UGC Creation
- Graphic Design & Branding
- Photography
- Copywriting & Storytelling
- On-Camera
- Communication & Public Speaking
- Trend Forecasting & Digital Strategy
- Event Marketing

Tools

Design & Editing

- Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Lightroom, CapCut, Canva

Social Media & Analytics

- Meta Business Suite, Hootsuite, Instagram Insights, Facebook Analytics, YouTube Studio

Marketing & Communications

- Mailchimp, WordPress
- Google Drive, Content Calendars, Planning Center

Experience

Communications Coordinator

The Local Church | March 2024 – Present

- Lead social media strategy and content execution across Instagram and Facebook for a 13K+ audience, including campaigns, Reels, stories, copywriting, graphics and real-time content.
- Develop and publish 7+ pieces of content weekly, translating messages, events and community moments into engaging social-first storytelling.
- Generated 76K+ Instagram content interactions, 64K+ profile visits and 4.9K link clicks through organic content strategy.
- Identified and replicated a high-performing Reel concept, generating 256K+ combined views, 22K+ interactions and 264 follows across two posts.

Paid Media & Digital Marketing

Christmas Decor South East | August – October 2024

- Led full-funnel paid campaigns including strategy, targeting, budgeting, creative direction, and optimization.
- Generated 155 leads, 73K impressions, with CPL as low as \$14.95.

The Local Church – Service Launch | 2025

- Reached 8,501 people, delivered 19,754 impressions, and generated 764 page visits with \$0.27 CPC

Content & Employer Brand Experience

Content Creator | 2023 – 2025

- Concept, film, edit and publish short-form lifestyle and culture content, generating 21M+ views and building an audience of 6K+ followers.
- Create on-camera and UGC content for brand partnerships, combining platform trends with an authentic personal voice.

Additional Experience

Creative Brand Director

Freelance | 2021 – Present

- Developed brand identities, recruitment-style marketing assets, and digital content for small businesses.

Creative Intern

Zimmerman Advertising | 2023

- Supported national brand campaigns and Gen Z-focused creative concepts for brands including jetBlue, McDonald's, Five Below and Jet's Pizza.

Education

Graphic Design Technologies

Broward College – Associate Degree | 2023

- GPA: 3.8 | President's List
- Student Gold ADDY Award in Sales Promotion: Packaging