

# LESLIE RODRIGUEZ

CREATIVE DIRECTOR / WRITER

New York | 318.464.5934  
Leslierdgz@gmail.com

## WEBSITES

www.leslierdgz.com  
www.nomasunblog.wordpress.com

## SKILLS

HUMOR WRITING  
CONTENT STRATEGY  
CONTENT CREATION  
MANAGEMENT  
SCRIPT WRITING  
MEME-MAKING!  
NATIVE SPANISH FLUENCY  
MULTICULTURAL  
TRANSLATING  
TRANSCREATING  
G SUITE  
SOCIAL MEDIA  
ADOBE CREATIVE SUITE  
KEYNOTE  
MICROSOFT OFFICE  
ILLUSTRATION

## EDUCATION

**BROADCAST JOURNALISM**  
Louisiana State University

## INTERNSHIPS

**SuperLatina Studio**  
Script editor and social media manager  
**Red River Radio**  
Assistant newscast producer

## MEMBERSHIPS

Children's Media Association

## INTERESTS

Poetry  
Comics  
Latin music  
Tennis  
Soccer (all sports, really!)  
Making nachos

### NETFLIX

2022 – present

#### Synopsis Writer | Remote

- Write compelling, data-driven English synopses for Spain and LatAm Top Tier Netflix titles. Series that have reached the Global Top 10 include Valeria, A Perfect Story, The Surrogacy, Fake Profile, Triptych, The Marked Heart, Against the Ropes

### BUZZFEED UK

2022 – present

#### Creative Strategist | Freelance, remote

- Develop exciting creator-led digital content and experiential strategies for larger Tasty and BuzzFeed business pitches. Recent clients include Oreo, Heineken, Aveeno, ALDI, Tourism Australia

### BUZZFEED + HUFFPOST

2021 – 2022

#### Creative Lead | New York, NY

- Ideate creative concepts to live across BuzzFeed's digital landscape (YouTube, TikTok, Instagram)
- Capture the brand's voice for a variety of clients, including Pfizer, Target, Chase, Geico, Walmart
- Stay current with online trends and formats across all digital channels to craft innovative campaigns

### ENCANTOS

2021 – 2021

#### Senior Writer | New York, NY

- Ideate and write entertaining, educational children's books (3), songs, podcasts, show bibles (for use in network pitches) and episode storylines with a focus on character development
- Collaborate with Product and Growth teams to develop UX experiences and copy, plus insight-led social ads and web product descriptions, translating and transcreating as needed

### FUTURE PLC

2020 – 2021

#### Director of Creative Solutions, B2C, B2B | New York, NY

- Oversee execution and strategy of 30+ multicomponent ad campaigns monthly across a portfolio of 60+ global brands, mainly in the Tech, Gaming and Music space, including PC Gamer, Games Radar, Tom's Hardware, TechRadar and Guitar World, totaling 10M+ in revenue
- Manage an 8-member team of project managers, experiential producers and designers; oversee and edit the work of 15+ freelance writers and video editors
- Lead client communications and give internal approvals, act as a writer on video-first campaigns
- Refine product suite offering and pricing; proactively create evergreen Creative Solutions packages
- Oversee creative delivery of video, articles, display media, emails, giveaways and social assets
- Revamp post-sale processes: elevated content quality and efficiency with business renewals in mind
- Craft templates for kickoff meetings and end-of-campaign reports, establish writer guidelines and content best practices; offer educational sessions with the Account and Sales teams

### BUZZFEED

2018 – 2019

#### Creative Director, International | New York, NY

- Develop holistic, innovative custom programs in response to client RPFs, including shows for YouTube, articles, videos, franchise opportunities (Tasty, Bring Me), and social assets (Instagram, FB)
- Create video treatments, pre-production decks and brief external production partners for 6 BuzzFeed commercials; co-direct videos and handle all post-production
- Personally manage the relationship with Coca-Cola Mexico, BuzzFeed's largest International client
- Lead the creative and strategic approach for a pitch to Unilever, a won opportunity of \$5 million
- Lead all branded creative work in 2018 in Mexico, contributing to a 63% growth in revenue
- Oversee and manage more than 50 sponsored campaigns, from pre-sale to post-sale
- Work with Account, Sales and Ops teams to bring optimal solutions to clients, at times globally
- Manage 3 junior creatives and 5+ freelancers; identify talent and supervise hiring for new hires
- Develop and define BuzzFeed's branded voice and presence in Latin America

#### Senior Creative | New York, NY

2014 – 2017

- Lead and develop more than 100 U.S. creative campaigns over two years, managing them for their entire life cycle, focusing primarily on Multicultural campaigns
- Grow BuzzFeed's Hispanic offering, resulting in over 20 first-to-market Hispanic English-only campaigns and more than \$3 million in revenue
- Attend campaign kickoffs, status and feedback meetings, switch between multiple brand voices daily

### Y&R MIAMI/ THE BRAVO GROUP

2014 – 2014

#### Digital Copywriter | Miami, FL

- Produce dynamic digital content for multiple Unilever brands (Knorr, Hellmann's, Dove) plus develop new CPG business pitches (Scrubbing Bubbles, Clorox)

### DIESTE, OMNICOM GROUP INC

2012 – 2014

#### Junior Copywriter | Dallas, TX

- Develop and deliver 360° campaigns for AT&T Internet at a national scale, including TV commercials, print and digital marketing materials (memes, social assets, digital videos)

### DALLAS MORNING NEWS, AZTECA AMERICA

2010 – 2012

Freelance writer and TV reporter – Sports, Entertainment and Culture