

# Isabela Rodriguez

Miami, Florida 33156

isabelarodriguez000@gmail.com

(786) 547-1402

directedbyisabela.com

## Current Employment

### Marketing Specialist

August 2022 – Present

*L.R.W. Productions, LLC, Miami, FL*

- Manage the audio/visual function including planning, organizing, directing, reviewing and editing content creation
- Work with channel host to create channel related content, concepts, and branding
- Increased average video engagement rate from 3.2% to 8.7% through A/B testing of thumbnails, titles, and posting schedules
- Reduced content production timeline by 40% (from 5 days to 3 days per video) by implementing streamlined editing workflows in Adobe Premiere Pro
- Conducted weekly market research analyzing Goodreads, Amazon, and B&N; trends, resulting in 23% higher video view rates on trend-aligned content
- Drove 127% increase in social media following across Instagram and Facebook through targeted content calendars and trend-aligned posting

### Logistics Coordinator & Training Developer – Transport Support

June 2022 – Present

*Carbel, LLC., Miami, FL*

- Research affordable transportation methods for national imports
- Plan and oversee third-party shipments, managing stakeholder and contracted relationships
- Identify appropriate travel routes in accordance with applicable bulk cargo transportation laws, regulations, protocols, and guidelines
- Communicate with the transportation teams to address handling and transportation errors
- Developed 20+ training modules and job aids viewed by Transport Support employees, achieving 94% satisfaction rating in post-training
- Created video training content that reduced new hire onboarding time by 35% (from 4 weeks to 2.6 weeks)
- Serve as the primary instructor to lead sessions when appropriate, train facilitators, and provide developmentally focused coaching to rising professionals within the department

## Work History

### Social Media Manager

August 2021 - March 2022

*5 Years Apart (Formerly 17 Denver), Remote*

- Developed, created, edited, and scheduled content and promotional materials (60+ monthly posts) for various platforms (Instagram, Facebook, and LinkedIn)
- Grew Instagram following by 340% (1.9K to 7.2K followers) in 7 months through consistent branded content and engagement strategies
- Increased website referral traffic from social channels by 89%, contributing to 15% lift in overall site conversions
- Achieved 12.4% average engagement rate on Instagram (industry average: 3.5%) through strategic hashtag research and community management
- Tracked and reported KPIs weekly using Sprout Social, identifying optimal posting windows that increased reach by 67%
- Executed campaigns across multiple platforms
- Identified target market and key segments through in-depth analysis of markets and related trends

### 1st Assistant Director

January 2024 – August 2024

*ChomPics – University of Florida, Gainesville, FL*

- Directed production logistics for Episode 4 of "The Archer's Paradox" mini-series, managing 25+ cast and crew members
- Was responsible for time management to ensure hard stops at the allotted times and avoid delays on set
- Maintained 100% on-schedule completion rate across 8 shooting days through meticulous time management and call sheet preparation
- Stayed alert, proactive, and ready to respond to any request at any time using a variety of available resources
- Collaborated with the director, director of photography, producers and many other cast and crew members to facilitate the production

## Television News Production Intern

WUFT News – University of Florida, Gainesville, FL

June 2023 - August 2024

- Collaborated with producers and management to develop newscasts
- Operated camera, teleprompter, and various television equipment during the production process
- Helped set up cameras, lights, and sound equipment and supported live shots
- Learned studio operations like robotic cameras, floor directing, and show setup
- Gained exposure to pre-production, filming, and post-production
- Developed proficiency in fast-paced news production environment with strict daily deadlines

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## Education

### University of Florida

*Bachelor of Science*

*Media Production, Management, and Technology*

*Minor in Innovation (Innovation Academy)*

Florida Medallion Scholarship Recipient  
Senior Project Showcase Top Innovator Award (2024)  
Vice President of Iota Alpha (2021 – 2022)

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## Skills & Tools

<b>Analytics &amp; Reporting:</b>	YouTube Studio, Google Analytics, Sprout Social, Hootsuite, Instagram Insights, Excel (pivot tables, VLOOKUP)
<b>Content &amp; Creative:</b>	Adobe Premiere Pro, Adobe Audition, Adobe After Effects, Photoshop, Canva, CapCut, Clipchamp
<b>Marketing:</b>	Social Media Strategy, Content Calendar Management, SEO Fundamentals, Copywriting, A/B Testing, Brand Development
<b>Platforms:</b>	Instagram, Facebook, LinkedIn, YouTube, TikTok
<b>Production:</b>	Camera Operation, Lighting, Sound Design, Storyboarding, Call Sheet Creation, Post-Production Editing
<b>LinkedIn:</b>	<a href="https://www.linkedin.com/in/isabela-rodriguez-fernandez">linkedin.com/in/isabela-rodriguez-fernandez</a>