

Isabela Rodriguez

isabelarodriguez000@gmail.com

Miami, Florida

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 (Formally 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

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)

Skills & Tools

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