

ALEXA RODRIGUEZ

DIGITAL MARKETING MANAGEMENT

(832) 317-3241 | rdzalexa@gmail.com | Houston, TX *Available to relocate nationwide*

EDUCATION

BBA IN DIGITAL MEDIA MANAGEMENT

St. Edward's University
Austin, TX
Aug 2014 - May 2018

SKILLS

Fluent in Spanish
Copywriting
Social Media Marketing
Digital Analytics
Customer Service
Project Management
Adobe Creative
Photography

CERTIFICATIONS

- Hootsuite
- Hubspot Inbound
- Google Analytics

ADDITIONAL WORK

Production Assistant: CID Ent., VIP Nation, Latium Ent., VIP Host & SXSW

Box Office: KABBOO, Spotify Hottie Ranch & Scoremore

Street Team: Capitol Records, White Oak Music Hall, Pegstar Concerts & Euphoria Festival

PROFESSIONAL EXPERIENCE

DIGITAL CONTENT COORDINATOR, IHEARTMEDIA

Houston, TX | Sept 2019 - Present

- Social media lead for hip hop radio station, **93.7 The Beat**
- Write social copy, manage day-to-day content creation, blogging, and fan engagement for 6 local radio stations
- Create original audio, video, and info graphics

COMMUNITY MANAGER + SOCIAL MEDIA ASSISTANT, SCOREMORE SHOWS

Remote | May 2018 - Sept 2019

Neon Desert (2018, 2019), JMBLYA (2018, 2019), Dreamville (2018), Astroworld (2018) & Mala Luna (2018)

- Worked directly with media team to produce digital content for festivals' social media accounts
- Assisted in live updating on Twitter, FB & Instagram
- Handled ~150 inquiries via email & socials per day

SOCIAL MEDIA MARKETING INTERN, SCOREMORE SHOWS

Austin, TX | Oct 2017 - May 2018

- Scheduled weekly social media content while ensuring a consistent voice and brand presence
- Promptly responded to online inquiries for company's own socials, their 3 music festivals, and concert venue; reduced response time by 75%

DIGITAL MEDIA ASSISTANT, ST. EDWARD'S UNIVERSITY

Austin, TX | Feb 2017 - May 2018

- Assisted students and staff with video and audio assignments using Adobe Premiere Pro and Audacity
- Shot and edited faculty interviews

MARKETING & PR INTERN, AUSTIN FILM FESTIVAL

Austin, TX | Sept 2016 - Dec 2016

- Published weekly e-mail newsletters and press releases via Emma; increased reader engagement by 50%
- Updated AFF's On Story website and YouTube channel