

Name

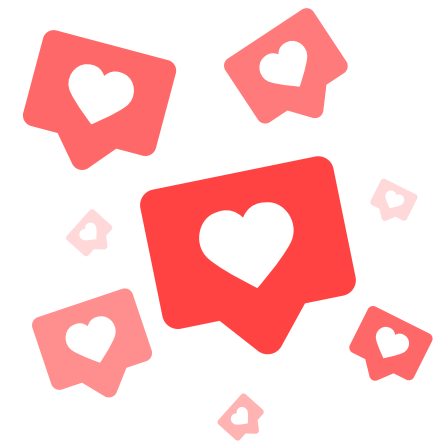
Desiree Rodriguez

Field

Digital Marketing



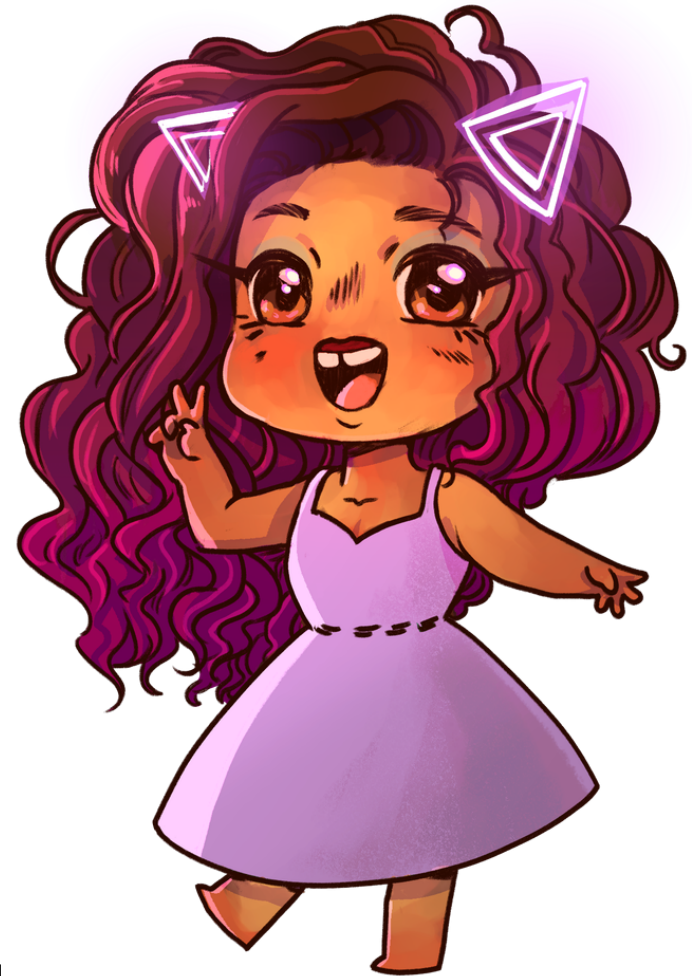
Digital Marketing Portfoliol



About Me

Hello, I'm Desiree Rodriguez a Digital Marketing Coordinator with 5 years of experience driving audience growth, engagement, and brand visibility across multi-platform campaigns along with 8 years of working experience in the creative corporate field.

I have a proven track record of executing data-driven strategies, increasing social performance across platforms by a range of 90% to 300% for clients and businesses, and managing end-to-end content production by using my background to combine creative storytelling with analytics to deliver measurable results.



Work Experience

2026 - Present **WillowTree RV Resort**
Marketing
Coordinator

2024 - 2026 **Twin Sirens Marketing**
Social Media
Manager



Work Experience

2023 - 2024

Oni-Forge Publishing

Digital Marketing
Manager

2020 - 2023

Oni-Forge Publishing

Editor



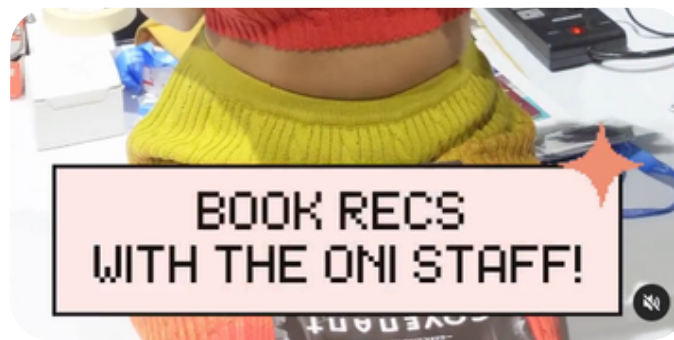
Digital Platforms & Media



I have experience developing and executing social media strategies across Facebook, Instagram, Youtube, and TikTok, tailoring content to each platform's strengths and audience behaviors. On **Facebook**, I managed organic and paid campaigns that generated more than **1.2 million post impressions** and nearly **3,000 new followers** within 90 days. On **Instagram**, developed a strategy to increase impressions by **190%**. On **TikTok**, I expanded the company's reach to more than **53,000 users**. In addition, I have experience writing newsletters and blog content to support audience engagement, brand storytelling, and broader content marketing efforts across digital channels.

Programs

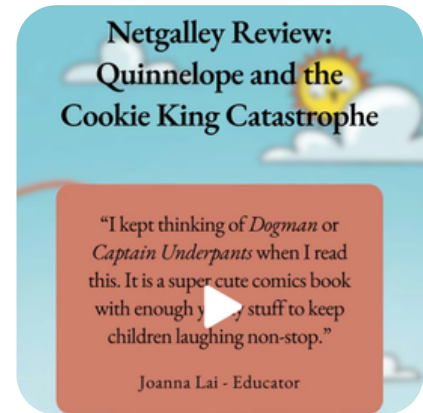




Companies & Clients

Making
Comics:
The
Struggles





Oni Press

Digital Marketing
Manager
2023

Oni Press - Stats

Digital Marketing
Manager
2023

Metric	2022	2023 (Jan–Aug)	Change	Growth Highlight
Twitter/X Post Impressions	878K	2.5M	185%	Nearly tripled visibility despite fewer months
Instagram Post Impressions	136K	204K	50%	Strong increase in content exposure
Facebook Post Impressions	103K	169K	64%	Expanded reach across audiences
Facebook Profile Impressions	242K	2.0M	726%	Largest year-over-year increase
Instagram Profile Impressions	187K	312K	67%	Significant growth in account discovery
Instagram Reach	20K	202K	910%	Audience reach increased more than tenfold

Oni Press - Stats

Digital Marketing
Manager
2023

Metric	2022	2023 (Jan–Aug)	Change	Growth Highlight
Facebook New Fans	2.6K	2.4K	–8%	Nearly matched prior year in only 8 months
Facebook New Fans	0	1K	New Channel Growth	Established an emerging audience
Facebook New Fans	–587	–303	48%	Reduced follower losses substantially
Facebook New Fans	1.87%	2.05%	10%	Improved audience interaction
Facebook New Fans	6.58%	7.54%	15%	Higher quality engagement
Twitter Engagement Rate	2.64%	4.16%	58%	Major increase in audience responsiveness

Oni Press - Work Samples

Digital Marketing
Manager
2023

Sample URL	Post Title / Description	Content Type
https://www.instagram.com/reel/CwYUxTqLPvu/	Book Recs With Oni Staff (Editor in Chief)	Reel
https://www.instagram.com/reel/Cwk4I_Hsw7/	Book Reviews	Reel
https://www.instagram.com/reel/CwGTRavre9i/	Book Recs with Oni Staff (Digital Marketing Manager)	Reel
https://www.instagram.com/reel/CvNjpJuAJSp/	Kickstarter Promotion	Reel
https://www.instagram.com/reel/CukC6I6AKRf/	Perfect Song Book Promotion	Reel
https://www.instagram.com/reel/CuUf2AuA13z/	Malcolm and the Perfect Song Book Promo	Reel
https://www.instagram.com/reel/CuXfCRfrEu7/	Dwellings Book Promo	Reel

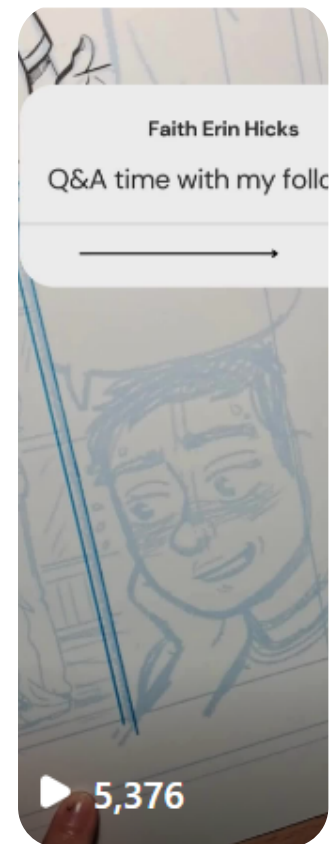
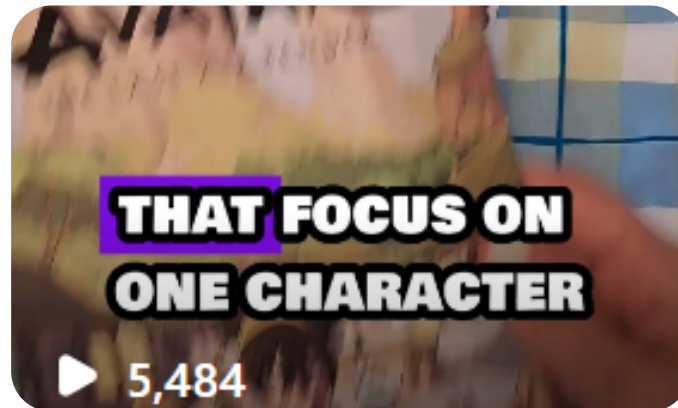
Oni Press - Work Samples

Digital Marketing
Manager
2023

Sample URL	Post Title / Description	Content Type
https://www.instagram.com/reel/Cr3fHeOgshV/	XINO Book Promotion	Reel
https://www.instagram.com/reel/CwqWbD0rpzO/	Book Recs with Oni Staff (Senior Editor)	Reel
https://www.instagram.com/reel/Cw5KCpvNb_k/	Jonna Book Reviews	Reel
https://www.instagram.com/reel/CxgNdjjRGdw/	Oni Book Recommendations	Reel
https://www.instagram.com/reel/CyBmc71MUUS/	Faceless Book Review	Reel

Faith Erin Hicks

Twin Sirens
Marketing
2024



Faith Erin Hicks - Work Samples

Digital Marketing
Manager
2023

Link	Content Type	Campaign/Boo
https://www.instagram.com/reels/DWjZVdJmWZ/	Reel	Inbetweens
https://www.instagram.com/reel/DWUCnwAE5U5/	Reel	Inbetweens
https://www.instagram.com/reel/DWReoOQmlxS/	Reel	Inbetweens
https://www.instagram.com/reel/DV_kCxIkQGs/	Reel	Inbetweens
https://www.instagram.com/reel/DVtgPFy..51/	Reel	Inbetweens
https://www.instagram.com/reel/DVg2TLzkxwa/	Reel	Inbetweens
https://www.instagram.com/reel/DVG8ANLEZDW/	Reel	Inbetweens
https://www.instagram.com/reel/DVq8xiyCWEI/	Reel	Inbetweens

Faith Erin Hicks

Twin Sirens
Marketing
2024

Copy Examples:

Inbetweens mentions a lot of films that impact the characters in the stories and also mean a lot to me! I've already talked about my favorite animated films and asked my readers theirs (scroll back to see the answers!) but here are the movies mentioned in the story!

Remember Inbetweens comes out March 31st 🎉

Faith Erin Hicks

Twin Sirens
Marketing
2024

Copy Examples:

Some of the struggles of making comics, who else can relate?

It was requested I show off more of the Avatar books I've worked on, well ask and you shall receive! Starting with Azula because of course she's first in line.

Faith Erin Hicks

Twin Sirens
Marketing
2024

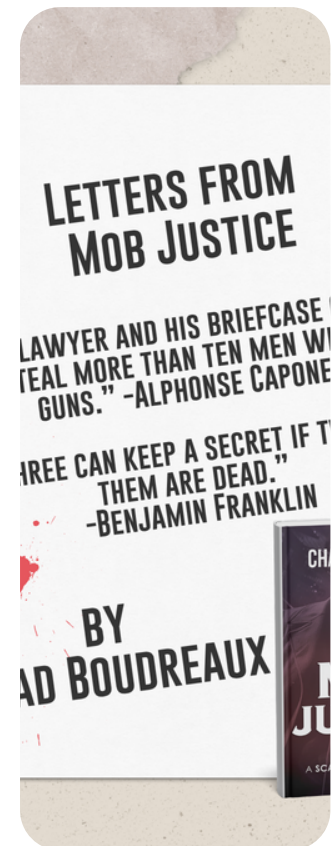
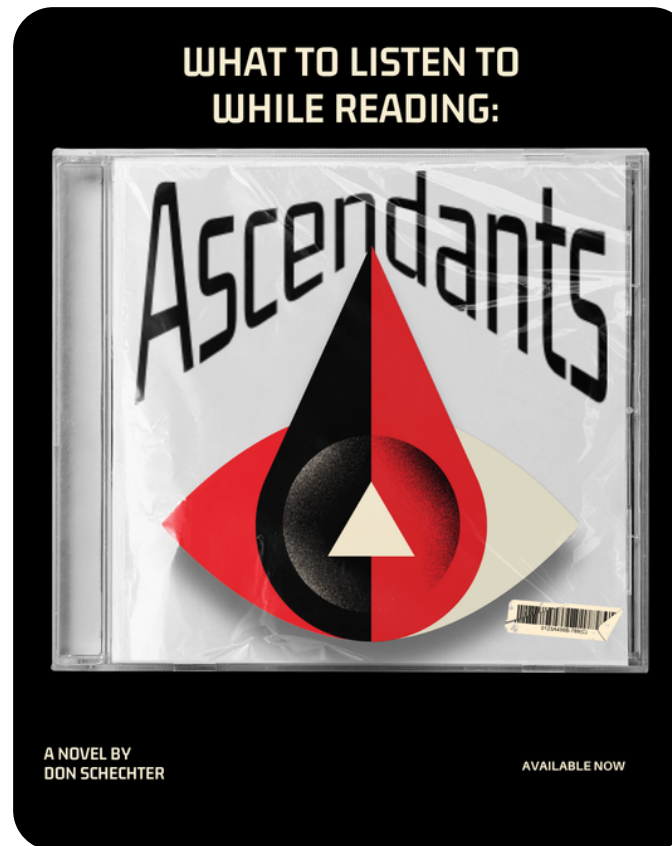
Copy Examples:

Some of the struggles of making comics, who else can relate?

It was requested I show off more of the Avatar books I've worked on, well ask and you shall receive! Starting with Azula because of course she's first in line.

PR by the Book

Twin Sirens
Marketing
2026



PR by the Book - Work Samples

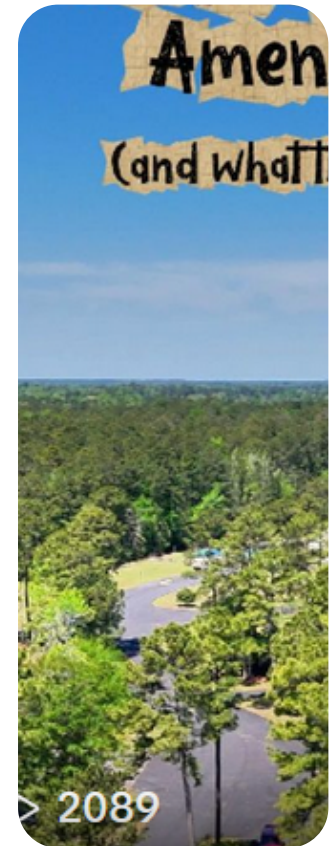
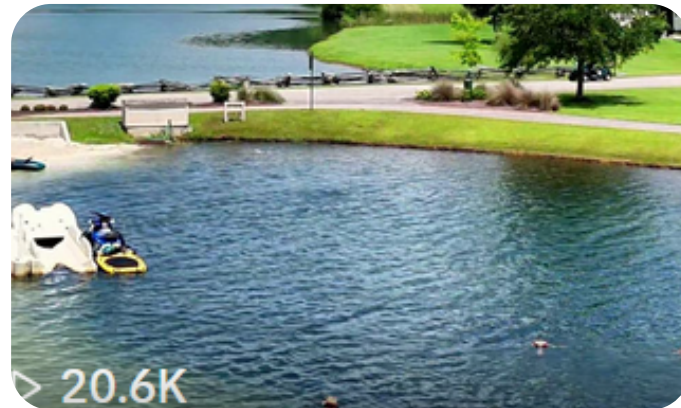
Twin Sirens
Marketing
2026

Link	Content Type	Campaign/Book
Don Schechter	https://www.instagram.com/p/DXpTa9nk_LH/?img_index=1	Carousel Post
Don Schechter	https://www.instagram.com/p/DXuf-Jlle1U/?img_index=3	Carousel Post
Don Schechter	https://www.instagram.com/p/DXcjclde0a1/?img_index=1	Carousel Post
Don Schechter	https://www.instagram.com/p/DXPi5X0F_b4/?img_index=1	Carousel Post
Don Schechter	https://www.instagram.com/p/DXXR0liAHC6/	Post
Don Schechter	https://www.instagram.com/p/DXhlHuXDOSc/	Post

PR by the Book - Work Samples

Twin Sirens
Marketing
2026

Post Title/Description	Link	Content Type
<u>Chad Boudreaux</u>	https://www.instagram.com/p/DZnoH_ok0j7/?img_index=1	Carousel Post
<u>Chad Boudreaux</u>	https://www.instagram.com/p/DZN7ku0Cazj/?img_index=1	Carousel Post
<u>Chad Boudreaux</u>	https://www.instagram.com/p/DXz0IDqidcV/?img_index=1	Carousel Post



WillowTree

Marketing
Coordinator
2026

Metric	Dec. 9, 2025 – Mar. 8,	Mar. 9 – Jun. 6, 2026	Change
Post Impressions	747,919	1,351,001	▲ 80.6%
Post Reach	534,561	1,048,805	▲ 96.2%
Page & Profile	1,346,027	2,206,733	▲ 63.9%
Page & Profile Reach	20,789	450,779	▲ 2,068%
Video Views	196,337	522,479	▲ 166%
Total Followers	26,744	29,946	▲ 12.0%
New Followers	1,070	3,305	▲ 209%
Post Shares	101	521	▲ 416%
Post Reactions &	4,163	8,525	▲ 105%
Ad Clicks (All)	22,253	31,982	▲ 43.7%
Average Ad Reach	1,421,983	1,445,264	▲ 1.6%
Ad Spend	\$5,674.71	\$6,589.95	▲ 16.1%

Platform	Prior Period	Current Period	Growth
Facebook Followers	~25,174	27,892	▲ 10.8%
Instagram Followers	~1,568	1,646	▲ 5.0%
TikTok Followers	6	207	▲ 3,350%
YouTube Subscribers	67	201	▲ 200%

PR by the Book - Work Samples

Twin Sirens
Marketing
2026

Facebook Reel Link	Views	Content Type
Did you know WillowTree is an...	4.4k	Reel
Summer has officially arrived at...	48k	Reel
Never Booked at WillowTree?	AD	Reel
All Campers Want	97k	Reel
Lake Opening Soon	248k	Reel

PR by the Book - Work Samples

Twin Sirens
Marketing
2026

Facebook Reel Link	Views	Content Type
Bonus reasons to store your RV, boat,...	2.6k	Reel
We all love our golf carts, and at...	5.2k	Reel
Site 2 is one of WillowTree's lakeside...	59k	Reel
Thinking about booking here at WillowTree...	54k	Reel
When you camp where do you want to stay?...	2k	Reel

WillowTree

Marketing
Coordinator
2026

Copy Examples:

Summer has officially arrived at WillowTree! The lake is open, the Splash Zone inflatables are up and ready for fun, and the beach is waiting for you. Gather your family, friends, and fellow campers and join us for an unforgettable summer by the water.

For questions or inquiries please see the following contact information:

WillowTree

Marketing
Coordinator
2026

Copy Examples:

For this Site Saturday, we're featuring Site 106!
Located near one of our beautiful nature trails, this spacious double-site offers the extra room and privacy that only WillowTree can provide. Summer dates are filling up fast, so lock in your stay before this site is gone 😊

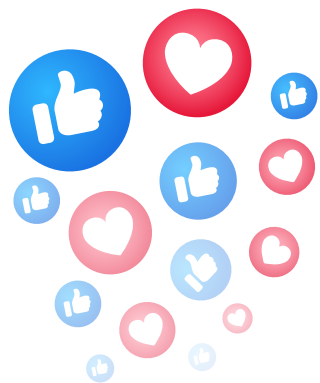
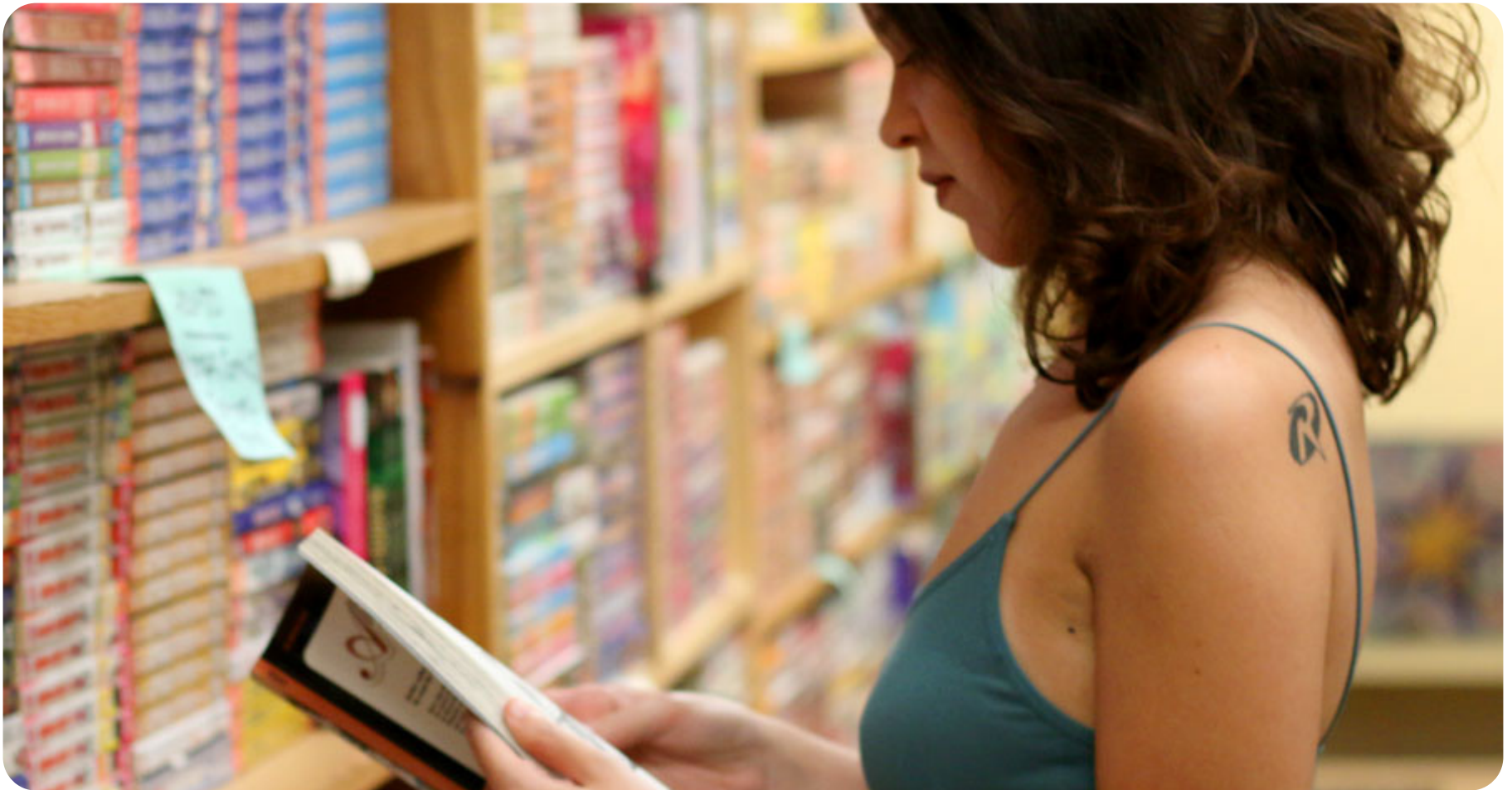


Contact

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Thank You

