

Name

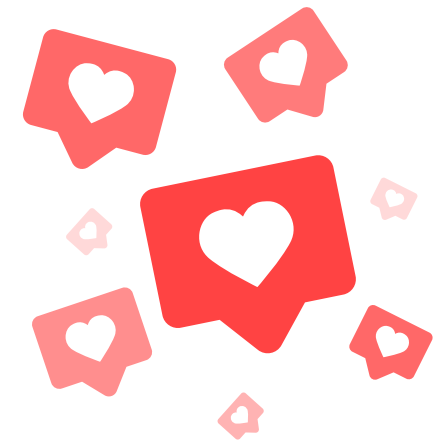
Desiree Rodriguez

Field

Digital Marketing



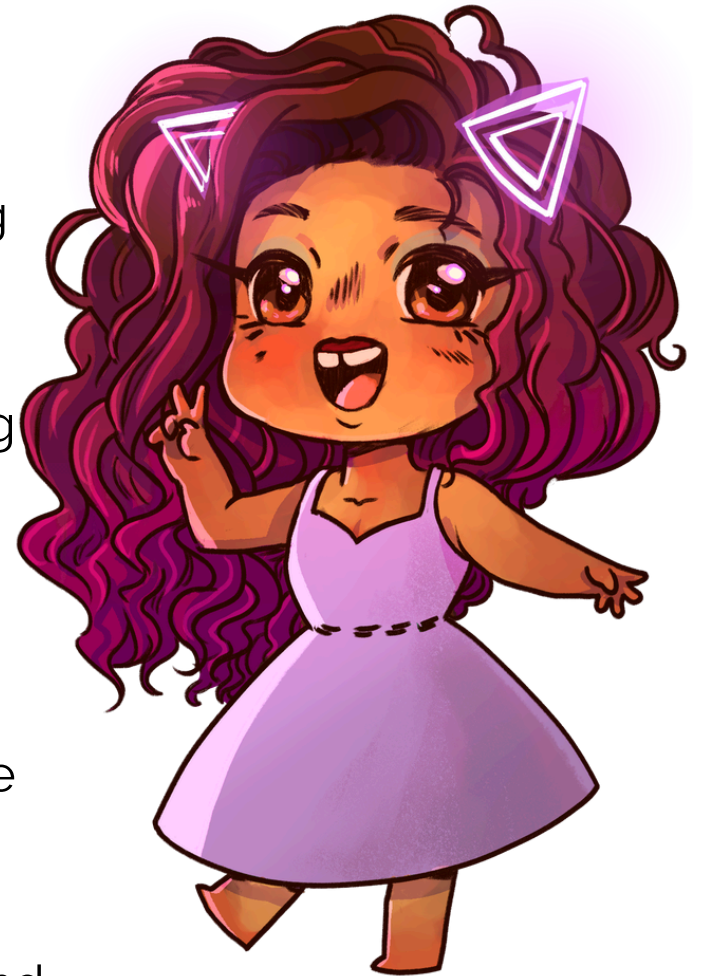
Digital Marketing Portfoliol



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**

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



Work Experience

2023 - 2024

Oni-Forge Publishing

Digital Marketing
Manager

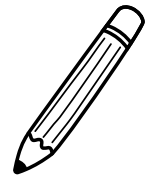
2020 - 2023

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



Excel



OneNote



Outlook



Word



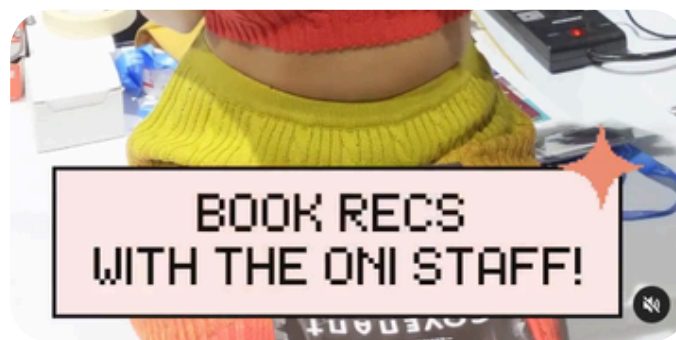
PowerPoint



Hootsuite



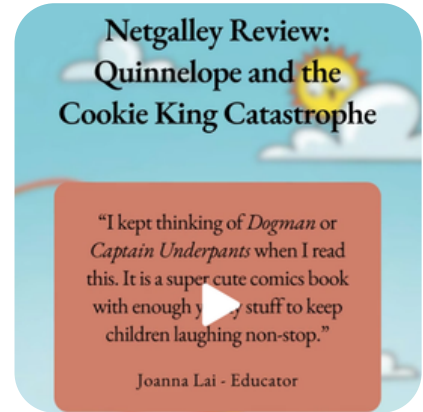
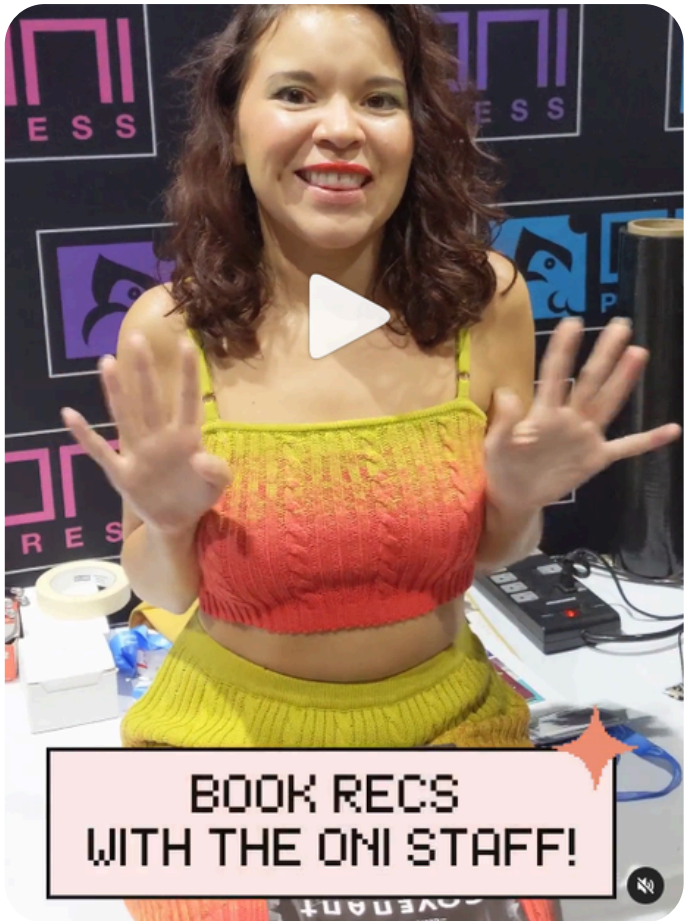
todoist



Companies & Clients

Making
Comics:
The
Struggles





Oni Press

Digital Marketing
Manager
2023

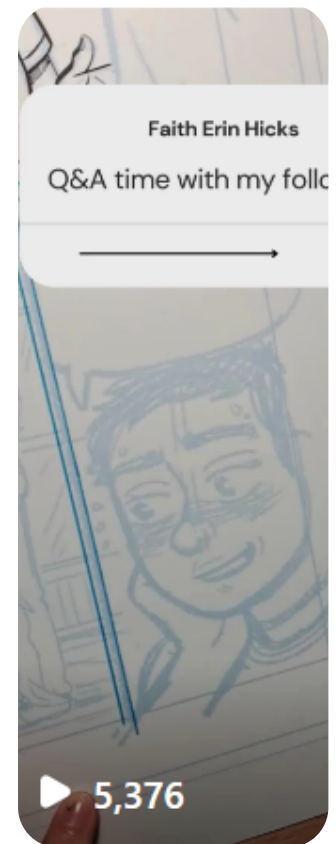
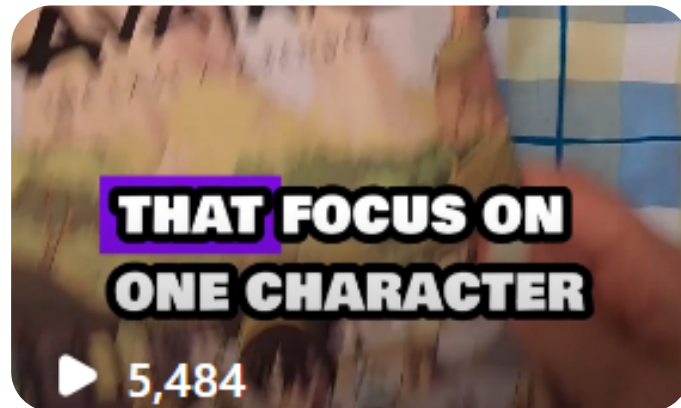
Oni Press

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
Facebook New Fans	278	613	121%	More than doubled audience growth
Instagram New Followers	2.6K	2.4K	-8%	Nearly matched prior year in only 8 months
TikTok New Followers	0	1K	New Channel Growth	Established an emerging audience
Twitter Net Followers	-587	-303	48%	Reduced follower losses substantially
Overall Post Engagement Rate	1.87%	2.05%	10%	Improved audience interaction
Facebook Engagement Rate	6.58%	7.54%	15%	Higher quality engagement
Twitter Engagement Rate	2.64%	4.16%	58%	Major increase in audience responsiveness

Faith Erin Hicks

Twin Sirens
Marketing
2024



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 🎉

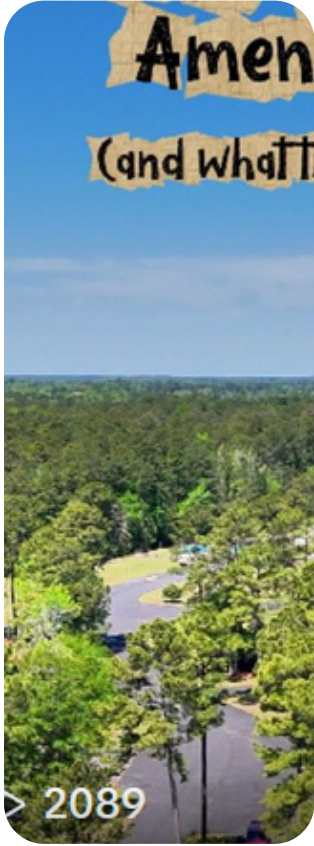
Faith Erin Hicks

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.



WillowTree | Marketing Coordinator 2026

WillowTree

Marketing
Coordinator
2026

Metric	Dec. 9, 2025 – Mar. 8, 2026	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 Impressions	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 & Likes	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%

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 😊

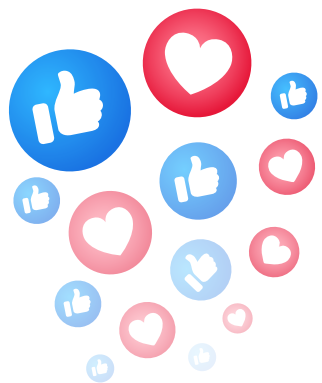
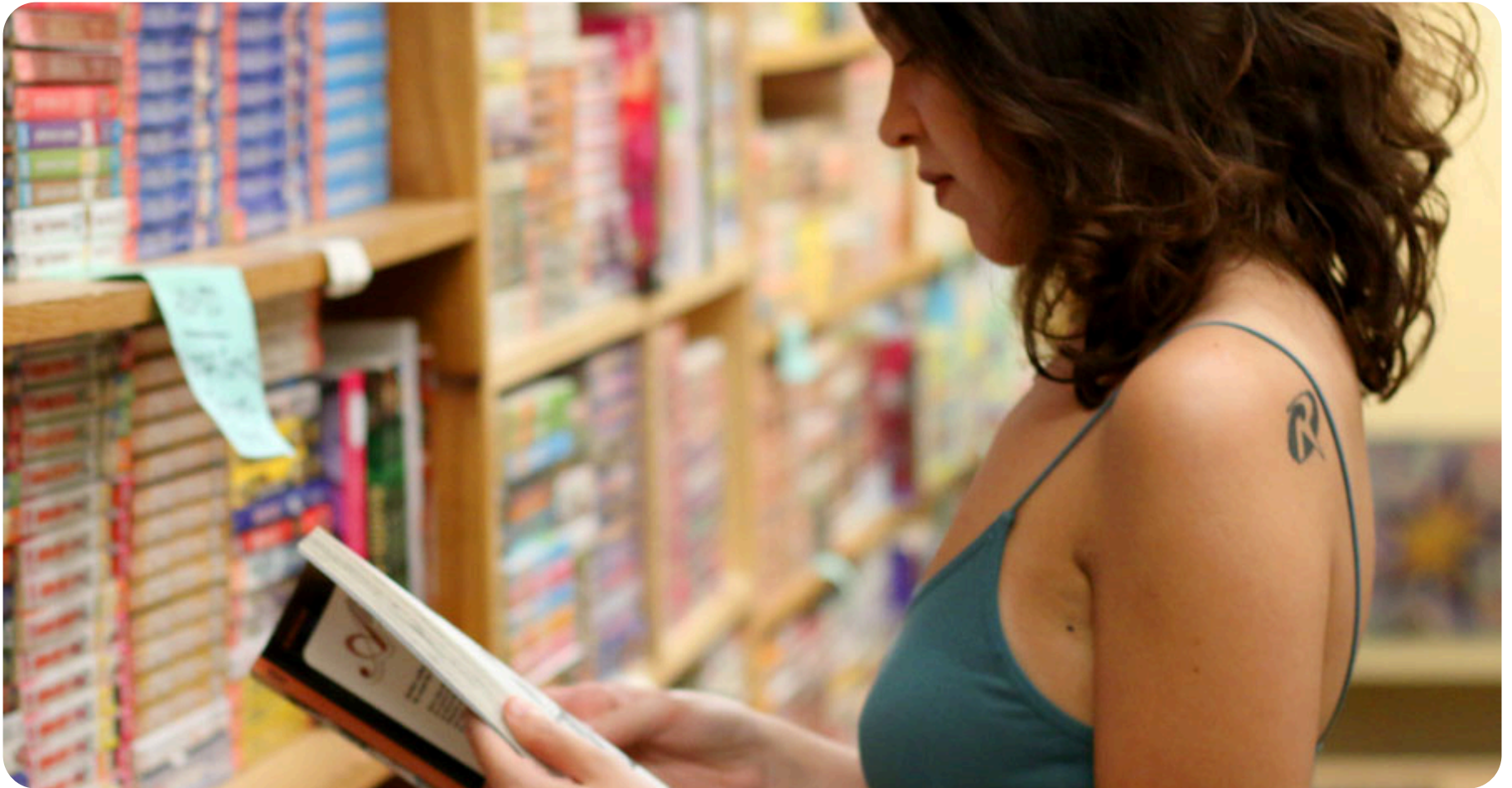


Contact

boricuadesiree@gmail.com

boricuadesiree.com





Thank You

