








HILDA RODRIGUEZ

DIGITAL MARKETER AND MULTIMEDIA DESIGNER

CONTACT

-  786.355.0303
-  dahilmooon@gmail.com
-  North Miami Beach, FL
-  dahilmooon.com
-  linkedin.com/in/dahilmooon/

SKILLS

- Advertising & Branding
- Content Creation & Design
- Leadership
- Social Media Marketing & Strategy
- Video Editing & Email Marketing

COMPUTER SKILLS

- Adobe Suite: Illustrator, Photoshop, Premiere & Lightroom
- Bigcommerce, Shopify, Wix & Wordpress
- Canva, Final Cut, Hootsuite, Mail Chimp & Klaviyo

LANGUAGE

- English ●●●●●●●●
- Spanish ●●●●●●●●

PROFESSIONAL PROFILE

I design digital marketing strategies to promote businesses. I create concepts and storytelling for social media, video segments, photography, and websites that meet your strategy.

I am a leader who understands that communication creates quality relationships.

I believe that if you love what you do, you will succeed. My goal: *"Making your brand beautiful, expressing your vision."*

EDUCATION

Master of Science Degree

Full Sail University (September 2018)

- Internet Marketing Degree Program
- Salutatorian

Bachelor of Arts

Florida Atlantic University (May 2015)

- Multimedia Studies: Film, Video and New Media Sequence
- Minor: Digital Photography
- Magna Cum Laude

Associate in Arts

Miami Dade College (April 2012)

- Cum Laude

LICENSES & CERTIFICATIONS

Visual Elements of User Interface Design

Coursera (April 2022)

Mobile Marketing Certification

VidMobile (November 2015)

Certified Student Leader






Florida Atlantic University (April 2015)

Florida Notary Public

State of Florida (September 2012 to September 2026)



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WORK EXPERIENCE

Dahil Bar






President and Owner

Oct. 2021 to Present

- Started the company from the ground up while wearing every hat of the company.
- Created and maintained company webpage as well as responsible for online content.
- Developed and currently maintained processes for ensuring published content stays up-to-date and consistent across product lines.
- Performing market and consumer research, evaluating ROI for new product risk versus earning potential.
- Creating business plans to ensure that products are released within budget and on time.
- Employing and managing vendors, negotiating deliverables, cost, and expected quality.
- Maintaining a cooperative business network by exchanging promotional interviews and materials.
- Establishing and maintaining business relationships with local suppliers to boost business.
- Built great rapport with all vendors in an effort to grow a relationship and generate business.
- Created social media accounts and built an Instagram business page.
- Communicating with clients and other individuals to answer questions and explain information.
- Preparing and submitting budget estimates, progress reports, or cost tracking reports.
- Analyzing market trends and preparing forecasts.
- Increasing brand awareness and market share.
- Influencer marketing: define the right approach for influencers to meet the set objectives and strategies.
- Identify and liaise with relevant influencers, negotiate fair content rates, and ensure the applicable agreements are in place.
- Coordinating marketing strategies with the sales, financial, public relations, and production departments.
- Overseeing branding, advertising, and promotional campaigns.
- Keeping informed of marketing strategies and trends.
- Perform research on current benchmark trends and audience preferences.
- Design and implement social media strategy to align with business goals.
- Set specific objectives and report on ROI.
- Generate, edit, publish and share engaging content daily (e.g., original text, photos, videos, and news).
- Monitor SEO and web traffic metrics.



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WORK EXPERIENCE

The White Fox Haus (Remote)

Marketing Manager

Nov. 2021 to Aug. 2022

- Analyzing market trends and preparing forecasts.
- Increasing brand awareness and market share.
- Influencer marketing: define the right approach for influencers to meet the set objectives and strategies.
- Identify and liaise with relevant influencers, negotiate fair content rates, and ensure the applicable agreements are in place.
- Coordinating marketing strategies with the sales, financial, public relations, and production departments.
- Developing and managing the marketing department's budget.
- Overseeing branding, advertising, and promotional campaigns.
- Managing the marketing department's team.
- Preparing and presenting monthly and quarterly reports to senior management.
- Keeping informed of marketing strategies and trends.
- Perform research on current benchmark trends and audience preferences.
- Design and implement social media strategy to align with business goals.
- Set specific objectives and report on ROI.
- Generate, edit, publish and share engaging content daily (e.g., original text, photos, videos, and news).
- Monitor SEO and web traffic metrics.
- Communicate with followers, respond to queries promptly and monitor customer reviews.
- Oversee social media accounts' design (e.g., Facebook timeline cover, profile pictures, and blog layout).
- Suggest and implement new features to develop brand awareness, like promotions and competitions.
- Stay up-to-date with current technologies and trends in social media, design tools, and applications.

Perfumes 4U






Director of Marketing, Promotions and Product Development

Jun. 2019 to Nov. 2021

- Manage the product certification process.
- Ensure products are safe enough to be placed on shelves and sold.
- Work closely with engineers to develop prototypes for products.
- Participate in creating, launching, or implementing new products.



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- Follow best practices to ensure smooth and continuous product development operations.
- Plan advertising, including which media to advertise in, such as radio, television, print, online media, and billboards.
- Participate in designing and redesigning computer graphics, web page graphics, logos, illustrations, advertisements, brochures, and other forms of visual communication.
- Deal with the client and be the point of contact
- Staging, photography, shooting, and editing videos down to specified time lengths, adding transitions, logos, music, visuals /text/animations where applicable, video & sound effects, 3D animation, uploading and organizing raw footage.
- Photography: Shoot and edit digital photography using DSLR or GoPro cameras, photo manipulation, and image compositing.
- Outdoor fieldwork involved
- Video: Shoot and edit video using DSLR or GoPro.
- Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging, and audience identification.
- Generate, edit, publish and share daily content (original text, images, and video) that builds meaningful connections and encourages community members to take action.
- Set up and optimize company pages within each platform to increase the visibility of a company's social content.
- Responsible for managing up to 80 Social Media Accounts.
- Monitor social media pages and identify opportunities to create engaging content.
- Analyze the results and provide consistent reporting insights into campaign metrics and analytics.
- Implement email marketing.
- Manage the daily social media calendar and scheduling to ensure all content is cross promoted on appropriate channels.

Perfumes 4U






Marketing and Promotions Manager

Aug. 2018 to Jun. 2019

- Plan advertising and promotional campaigns.
- Plan advertising, including which media to advertise in, such as radio, television, print, online media, and billboards.
- Negotiate advertising contracts.
- Participate in designing and redesigning computer graphics, web page graphics, logos, illustrations, advertisements, brochures, and many other forms of visual communication.
- Suggest new ways of improving the quality of designs and other project issues.



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- Deal with the client and be the point of contact
- Staging, photography, shooting, and editing videos down to specified time lengths, adding transitions, logos, music, visuals /text/animations where applicable, video & sound effects, 3D animation, uploading and organizing raw footage.
- Photography: Shoot and edit digital photography using DSLR or GoPro cameras, photo manipulation, and image-compositing.
- Outdoor fieldwork involved
- Video: Shoot and edit video using DSLR or GoPro.
- Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging, and audience identification.
- Generate, edit, publish and share daily content (original text, images, and video) that builds meaningful connections and encourages community members to take action
- Set up and optimize company pages within each platform to increase the visibility of a company's social content.
- Responsible for managing up to 10 Social Media Accounts.
- Monitor social media pages and identify opportunities to create engaging content.
- Coordinated workflow and priorities for all the marketing channels.
- Coordinate, organize, monitor & supervise the execution of media plans.
- Analyze the results and provide consistent reporting insights into campaign metrics and analytics.
- Implement email marketing.
- Manage the daily social media calendar and scheduling to ensure all content is cross promoted on appropriate channels.

Perfumes 4U






Marketing Coordinator

Aug. 2017 to Aug. 2018

- Staging, photography, shooting, and editing videos down to specified time lengths, adding transitions, logos, music, visuals /text/animations where applicable, video & sound effects, 3D animation, uploading and organizing raw footage.
- Photography: Shoot and edit digital photography using DSLR or GoPro cameras, photo manipulation, and image-compositing.
- Outdoor fieldwork involved
- Video: Shoot and edit video using DSLR or GoPro.
- Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging, and audience identification.



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SKILLS

- Branding
- Content Creation
- Content Calendar
- Digital Photography
- Design
- Email Marketing
- Logos
- Packaging
- Printing
- Social Media Marketing
- Social Media Video
- Web Design

ASSOCIATIONS

National Society of Collegiate Scholars
Spring 2015

Golden Key International Honour Society
Fall 2014

PORTFOLIO

<https://www.dahilmooon.com/>