

JOSHUA RODRIGUEZ

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Creative strategist who transforms brands through data-driven storytelling and cultural innovation. Leveraging omnichannel retail and marketing expertise to architect campaigns that drive both emotional connection and measurable results.

EDUCATION

SAVANNAH COLLEGE OF ART AND DESIGN | Mar 2025

- MFA in Luxury and Brand Management with a 4.0 GPA
- Earned Professional Communication Certificate - Advanced program focused on executive presence, strategic storytelling, visual presentation design and high-impact public speaking techniques through 18 intensive workshops

FLORIDA INTERNATIONAL UNIVERSITY | Jul 2018

- BBA in Marketing: Dean's List honor for commitment to academic excellence
- Earned Certificate in Social Media and E-Marketing Analytics, gaining expertise in driving brand awareness and loyalty

EXPERIENCE

E-COMMERCE OMNICHANNEL COORDINATOR | Bottega Veneta | Sep 2023 - Present

- Serve as primary liaison between local/global e-commerce and merchandising teams, fulfillment centers, retail stores and client services for luxury brand
- Optimize omnichannel customer journey through SOP development, staff training and implementation of best practices, achieving 90%+ NPS scores
- Lead end-to-end omnichannel business reporting; develop KPI dashboards tracking performance analytics across all channels

CREATIVE STRATEGIST | VMGROUPE (advertising agency) | Feb 2023 - Aug 2023

- Orchestrated brand storytelling and creative direction of integrated global campaign strategies with budgets up to \$500K, partnering with creative directors, art directors, designers and international clients
- Conducted market research to develop data-driven brand positioning and go-to-market strategies across beauty, fragrance and lifestyle verticals
- Crafted creative briefs defining target demographics, consumer insights, brand messaging and art direction for product launches and 360° campaigns

PROJECTS & LEADERSHIP

INTEGRATED MARKETING COMMUNICATION PLAN | SCAD | Spring 2022

GEOGRAPHIC EXPANSION INITIATIVE | SCAD | Winter 2022

MARKETING CAMPAIGNS | SCAD | Winter 2022, Fall 2021

SKILLS

- Campaign Development
- Strategic Planning
- Brand Strategy
- Research and Analysis
- Project Management