

# JOSHUA RODRIGUEZ

(305) 877-9894 | jrodriguez0014@gmail.com | joshua-rodriguez.com | @itsjustjrod

## EDUCATION

---

### SAVANNAH COLLEGE OF ART AND DESIGN | Mar 2025

- MFA in Luxury and Brand Management with a 4.0 GPA
- Earned SCADamp Certificate of Completion for completing 18 verbal, visual and interpersonal communication workshops

### FLORIDA INTERNATIONAL UNIVERSITY | Jul 2018

- BBA in Marketing: Dean's List distinction 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 and global e-commerce teams, warehouses, boutiques and client services for luxury fashion brand with \$25M+ online business
- Implement processes / lead trainings to deliver world-class omni-channel client experience, resulting in 90%+ NPS scores
- Manage end-to-end omni-channel reporting and analytics; develop and evolve SOPs, and define and monitor KPIs

### CREATIVE STRATEGIST | VMGROUPE (360° creative advertising agency) | Feb 2023 - Aug 2023

- Spearheaded development of global campaign strategies and seasonal content plans with budgets up to \$500K
- Led cross-functional collaboration between creative directors, art directors, designers and international clients
- Conducted market research to inform global go-to-market strategies across beauty, fragrance and lifestyle sectors
- Created detailed creative briefs outlining target audience segments, campaign messaging and visual direction for seasonal launches

### CLIENT SERVICES ADVISOR | Fendi | Aug 2022 - Feb 2023

- Managed global luxury client relationships representing \$10M+ in annual sales across multiple product categories
- Collaborated with marketing and CRM on client acquisition and engagement strategy, helping to acquire 50+ new clients
- Assisted in planning and executing seasonal product preview and personal shopping events for up to 100 UHNW guests

### DIGITAL MARKETING SPECIALIST | TFC Marketing (start-up digital marketing agency) | Jun 2016 - Nov 2016

- Developed and executed multi-channel marketing campaigns with monthly budgets up to \$30K
- Conducted keyword research, wrote ad copy and optimized landing pages, improving click-through rate by 50%+ and conversion rate by 15%+
- Created data-driven content strategies across social media, email and paid search channels

### SALES LEAD | Big Daddy's Liquors, Oakley | Apr 2018 - Jun 2019, Jun 2015 - Sep 2016

- Exceeded sales targets by 40%+ through cross-selling and upselling, earning "Top Sales Associate" recognition
- Identified marketing opportunities through data analysis and market trends to drive traffic and conversion
- Led product training and mentorship programs for new team members

## PROJECTS & LEADERSHIP

---

### INTEGRATED MARKETING COMMUNICATION PLAN | SCAD | Spring 2022

- Led the development of a 90-page global marketing strategy for luxury fragrance brand Byredo
- Managed a cross-functional team to create cohesive brand positioning and content strategy
- Conducted international market analysis to identify whitespace opportunities and target audience segments

### GEOGRAPHIC EXPANSION INITIATIVE | SCAD | Winter 2022

- Directed market research across 10 international markets for luxury fashion house Balenciaga
- Led the development of a 140-page phased go-to-market strategy for the top market
- Created an implementation roadmap for cross-market content deployment and campaign localization

### MARKETING CAMPAIGNS | SCAD | Winter 2022, Fall 2021

- Managed end-to-end campaign development process for avant-garde fashion brands
- Presented campaign strategy and creative assets to professor and class of sixteen

## SKILLS

---

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