

LESLIE RODRIGUEZ

CREATIVE DIRECTOR / WRITER

Creative leader with 13+ years of experience across the U.S., LATAM, and the UK, pitching and delivering multimillion-dollar campaigns for clients like Coca-Cola, Target, Bud Light, Spectrum, and AT&T— driven by a love of lifting team culture, creative excellence, and revenue.

78 Washington Place Apt. 11
New York, New York, 10011
318.464.5934

PORTFOLIO

www.leslierdgz.com

SKILLS

Creative Leadership

Concept development
Creative strategy
Presenting to senior leaders
Campaign orchestration
Multiplatform storytelling
On-set direction + end-to-end oversight

Writing & Content

Multiplatform storytelling
Scriptwriting
Copywriting (from banners to blogs)

Cross-Cultural Expertise

Culture-forward strategy
Spanish fluency
Multicultural insights
Transcreation

Digital & Social

Social-first creative
Creator-led ideation
Platform innovation

INTERESTS

Poetry
Sports (go Alcaraz!)
Psychology + economics
Business podcasts
Comics
Volunteer work

EDUCATION

BA IN COMMUNICATIONS
BROADCAST JOURNALISM
Louisiana State University

MEMBERSHIPS

Children's Media Association

WORK

Associate Creative Director, Infusion I NY, NY

Jan 2024 - Present

- Lead creative vision for Spectrum's national broadcast campaigns across English and Spanish, directing talent on set and overseeing all post-production.
- Drive cross-agency alignment on visual and verbal guidelines, ensuring cultural fluency and brand cohesion across rebranded communications.
- Proactively concept and pitch large-scale ideas for major tentpoles, including the 2024 Super Bowl and the 2026 World Cup.
- Spearhead a company-wide creative modernization, revamping internal/external materials and communications, reporting directly to the Founder.

Senior Copywriter, Infusion I NY, NY

2023 – 2024

Creative Strategist, BuzzFeed UK (freelance) I Remote

2022 – 2023

- Led large-scale pitches for major global brands including Oreo, Heineken, Aveeno, ALDI, and Tourism Australia.
- Developed creator-led digital campaign + experiential concepts rooted in data and UK cultural insights.

Senior Writer, Netflix (contract) I Mexico City

2022 – 2024

- Owned story positioning and narrative framing for Netflix's top Spanish-language and Latin American titles.
- Wrote synopses and PR communications for series and films, many of which reached the Global Top 10 (Valeria, A Perfect Story, The Surrogacy, Fake Profile, Triptych).

Senior Writer, BuzzFeed US I NY, NY

2021 – 2022

- Pioneered new formats and creative experimentation for partners including Pfizer, Target, Chase, Geico, and Walmart.

Director of Creative Solutions, Future PIC I NY, NY

2020 – 2021

- Directed delivery of 30+ multicomponent ad campaigns monthly across a portfolio of 60+ global brands, mainly in the Tech, Gaming, and Music spaces, including PC Gamer, Games Radar, Tom's Hardware, and TechRadar, totaling 10M+ in revenue.
- Managed and mentored an 8-member creative team plus 15+ freelancers, elevating creative quality and output and fostering cross-department collaboration.
- Led client communications and strategic approvals, serving as both creative lead and hands-on scriptwriter for video-first campaigns.
- Rebuilt post-sale processes to improve campaign consistency, renewals, and operational performance across the global creative suite, including revamped packaging and pricing.

Creative Director, BuzzFeed LATAM I Mexico City

2017 – 2018

- Led BuzzFeed's international branded creative operations, developing custom video and social campaigns for major brands across Mexico and LATAM, driving 63% YoY revenue growth.
- Personally pitched and secured a \$5M Coca-Cola Mexico partnership, delivering six commercials, 42 sponsored articles with social distribution, and insight-fueled YouTube series concepts.
- Managed and developed a team of three junior creatives and 5+ freelancers, overseeing hiring and training.
- Defined BuzzFeed's LATAM branded voice and identity, crafting tone for regional creative cohesion and overall market presence.
- Supported Sales in pitching securing major deals, including a multimillion-dollar Unilever partnership.

Senior Creative, BuzzFeed U.S. I NY, NY

2014 – 2017

- Grew BuzzFeed's Hispanic portfolio, launching 20+ first-to-market Hispanic English-only campaigns that generated \$3M+ in revenue.
- Partnered with Sales to pitch and secure major brand partnerships, shaping campaign strategy and creative direction.
- Led creative development for 100+ campaigns, overseeing conceiving, scripting, production, and delivery across Multicultural and General Market initiatives.

Other roles (selected)

Senior Writer, ENCANTOS I NY, NY

- Wrote children's books (3), plus Canticos' show bibles used for network pitches, songs, and podcast and episodic storylines grounded in character-driven development.
- Wrote UX copy, social ads, and product descriptions in English and Spanish alongside Product and Growth teams.

Digital Copywriter, Y&R I Miami, FL

- Created content for Unilever (Knorr, Dove) and pitches for Clorox and Scrubbing Bubbles.

Junior Copywriter, Dieste I Dallas, TX

- Developed 360° national campaigns for AT&T Internet, spanning TV, digital, and social. including the launch of the first-ever digital fvideo campaign for AT&T U-verse starring William Levy.