

LESLIE RODRIGUEZ

CREATIVE DIRECTOR / WRITER

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

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.

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 (freelace) 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 Coptwriter, Y&R I Miami, FI**

- 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.