



contact

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education

Florida Atlantic University

Bachelor of Fine Arts in
Graphic Design

social media

Instagram
TikTok
LinkedIn
Twitter
Facebook

software

Hootsuite

Adobe Creative Suite

Illustrator
Photoshop
InDesign
After Effects
Premiere Pro
Adobe Acrobat

Microsoft Office Suite

Word
PowerPoint
Excel
Outlook
Teams

Keynote

Procreate

Google Slides

Slack

skills

Photography
Video Editing and Filming
Visual Storyteller
Branding
PDF content
Team Player
Bilingual (Spanish and English)
Detail-Oriented
Communication (Verbal and Written)
Time Management
Collaboration
Problem-Solving
Multitasking

work history

Social Media Specialist

Push

August 2023 — Present

- Oversee content creation for clients' social media channels by filming and editing short-form videos and photography and providing a collection of social media posts for clients such as Tijuana Flats, Paris Baguette, Iron Hill Brewery, and American Social.
- Brainstorm creative social media concepts by staying up-to-date with trends and platform tactics on TikTok, Instagram, and Facebook; successfully aligning social media content to client's business needs and campaigns awareness such as "National Coffee Day" for Paris Baguette, "Queso Loaded" campaign for Tijuana Flats and "King of the Hill" membership for Iron Hill Brewery.
- Produced several top-performing Instagram Reels for @parisbaguette_usa that generated over 80K views and helped reach a milestone of 100K followers.
- Provide creative insight and ideas for social media tactics that will help drive ticket sales for American Social events, creating short-form videos that illustrate the FAMSO culture and atmosphere, such as parties, brunch, and private events.
- Lead social media on-site shoots by creating shot lists and planning production logistics, such as core items, equipment preparation, and budget expectations.
- Built a social media guideline deck for out-of-state clients that provided detailed directions and best practices on capturing video and photo assets.

Production Graphic Designer

Primary Health

May 2023 — Nov 2023

- Oversaw creative direction of social media content on Primary Health's social channels, directing and mentoring graphic designer on innovative social media tactics, including Instagram Reels and in-feed posts.
- Developed a social media campaign for Primary Health's school webinar that helped reach an audience of school admins, nurses, and principals and drive them to the company's weekly webinar on Primary Health's student immunization record tracker.
- Produced video content and motion graphics using Adobe Premiere Pro and Adobe After Effects, creating short-form visuals that illustrated Primary Health's clinical blog posts.
- Led weekly creative meetings with graphic designer and copywriter to plan monthly content calendar and ensure projects met deadlines.

Social Media Specialist

Rover.com

May 2023 — Nov 2023

- Produce engaging short-form video content for Rover's TikTok and Instagram to promote the brand's pet-sitting service, targeting a new and wider audience of pet parents seeking trustworthy pet care.
- Manage video production for TikTok video content, staying updated with social trends and algorithm shifts while finding creative ways to engage with the Rover community and enhance brand visibility.
- Ensure brand consistency and voice of Rover across TikTok and Instagram, targeting pet lovers and aspiring pet sitters by highlighting Rover's commitment to loving pet care and celebrating the unique bond between people and pets.
- Contribute to the Popular Breeds in 2023 campaign, brainstorming creative and unique approaches to promote trending dog and cat breeds through educational facts and current social trends.
- Utilize TikTok's analytic tools to focus on key metrics such as video views, profile traffic, and engagement, measuring the performance and impact of video content.

Social Media Content Coordinator

The Walt Disney Company

Feb 2022 — Mar 2023

- Assisted in creating social media content that connected with our Disney Parks fans through TikTok and Instagram, building an engagement of over 9 million views and targeting over 7 million followers.
- Developed original short-form videos that brought awareness to Walt Disney World guest experiences, including Mickey's Very Merry Christmas Party, Guardians of the Galaxy Cosmic Rewind, and Magic Kingdom's Happily Ever After.
- Tailored social video content to Disney core franchises such as Walt Disney Animation, Marvel, Pixar, Star Wars, ESPN, and National Geographic, seeking approvals by routing concepts and final deliverables and ensuring video content met intellectual product standards.
- Oversaw social media post productions with Disney Parks, Experiences, & Products internal and external partners and provided insight on social shoot logistics, such as presenting social media concepts, submitting park operation forms, and seeking and vetting cast members.
- Executed video editing using Adobe Premiere Pro and motion graphics using Adobe After Effects, making it accessible to collaborate with Social Media Content Coordinators, format video footage to fit a 9:16 ratio, and edit audio and color correction of footage.
- Produced storytelling videos of cast members sharing their journey and experience working at the Disney Parks, increasing awareness and recruitment for Disney Parks careers and programs such as the Disney College Program.