

EMELY RODRIGUEZ, MFA

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PROFILE

- Bilingual Video and Design professional with experience in motion graphics, video editing, and graphic design
- Areas of expertise include illustration, user engagement, social media, short-films, branded content, and training
- Proven to build captivating content, develop data-based campaigns, and align vision with products

PROFESSIONAL EXPERIENCE

2018- Current **ArtCraft Entertainment (Crowfall™)** **Austin, TX**
Media Asset Producer (2019- Current)

- Promoted to create brand and video guidelines to ensure brand consistency among all cross-functional teams
- Conceptualize and produce trailers, short-form content, live interviews, tutorial videos, and milestone videos
- Produce livestreams and other assets in alignment with brand vision, game features, and unique selling points
- Track asset production to ensure timely deliveries; serve as a link between asset creation and asset requestors
- Analyze results of assets produced to continuously improve quantitative and qualitative ratings via key metrics
- Manage and coordinate video contractors and interns for the marketing department
- Direct, design, and produce Crowfall's art book and comic book for collector's edition pack

Marketing Product Manager and Social Media (2018- 2019)

- Developed strategic briefs and positioning for game updates and promotions by identifying segmentation
- Managed the implementation and tracking of marketing campaigns with partners in other territories
- Leveraged social insights and analytics to optimize social impact by tailoring assets with high-performing topics
- Drove email acquisition targeting accounts with abandoned carts or new registrations

2017- 2018 **BioWare (Star Wars™: The Old Republic™; Anthem™)** **Austin, TX**
Online Marketing Specialist

- Improved live service and community programs; developed strategic briefs and positioning for updates and promos
- Coordinated the creation and publishing of assets & emails; managed the submissions to Lucasfilm Ltd. for approval
- Partnered in ongoing enhancements to the player journey, building higher engagement and increasing lifetime value

2016- 2017 **Shop LC (previously Liquidation Channel)** **Round Rock, TX**
Motion Graphics and Video Editor

- Designed and implemented supplemental graphics and animations for different programs, events, and promotions
- Collaborated with the marketing team to create and implement channel's branding and products
- Presented weekly updates of static and animated materials for air; developed standard procedures

2015- 2016 **Minuteman Press Georgetown | Waterboy Graphics** **Georgetown, TX**
Graphic Designer

- Collaborated with clients to design logos and promotional/marketing materials for businesses and special events
- Created educational/sports graphics including window perfs, wall wraps, floor wraps, and windscreens for schools
- Ensured color matching through production from digital to printing

EDUCATION

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- Master of Fine Arts, Animation: Savannah College of Art and Design in Savannah, GA
 - Bachelor of Fine Arts, Image & Design- Image & Movement: School of Fine Arts of Puerto Rico, Magna Cum Laude

SELECTED ACCOMPLISHMENTS

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- Adjunct Professor: The Art Institute of Austin- Media Arts & Animation, Game Art & Design, and Film, 2016-2019
 - Snow Boat (Short Film): 4 awards, 6 nominations, 1 mention, and 17 Festivals
 - SCAD Honors Graduate School Scholarship: Earned as a result of outstanding academic achievement
 - Nickelodeon's Creative Summit: Awarded pitch story contest to participate in a workshop on writing for TV series

TECHNICAL EXPERTISE

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- Adobe CC
 - OBS Studio
 - HTML and CSS
 - Toon Boom Harmony
 - StreamElements
 - Jira
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