

# Desiree Rodriguez

SOCIAL MEDIA MARKETER  
& EDITOR

ABOUT ME

SERVICES

PORTFOLIO

CONTACT



## Hello!

Desiree is an award-winning editor and social media marketer with a knack for increasing stats in unique ways.

Desiree is an Eisner award-winning editor, with 8 years working in the publishing industry, from editorial, project management, acquisitions, and digital marketing. Desiree has in-depth experience in various parts of the industry including relationships with top performing industry talent and notable agents.

She has become a voice in the industry having been featured in: The Washington Post, US Today, The Nerds of Color, SyFy Wire, Black Comics Chat, and Comicosity.

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## Previous Work



ABOUT ME

SERVICES

PORTFOLIO

CONTACT

## ONI PRESS

While working as Oni Press' Digital Marketing Manager I handled all social media content, development of in house ads, and communicated regularly with the in-house design team on sales ads, graphics, and other materials whilst also creating and curating content and copy for Oni Press' various platforms.

During my tenure I increased Oni Press' page and profile on Facebook by **849%** and their Instagram by **39%** in comparison to 2022. I've also increased their followers count on Instagram by **75%** this year in comparison to 2022. Alongside other increases such as overall posted content, profile impressions (**116%** on Instagram and **1000%** on Facebook), post impressions (**93%** gains on Instagram), and profile reach.

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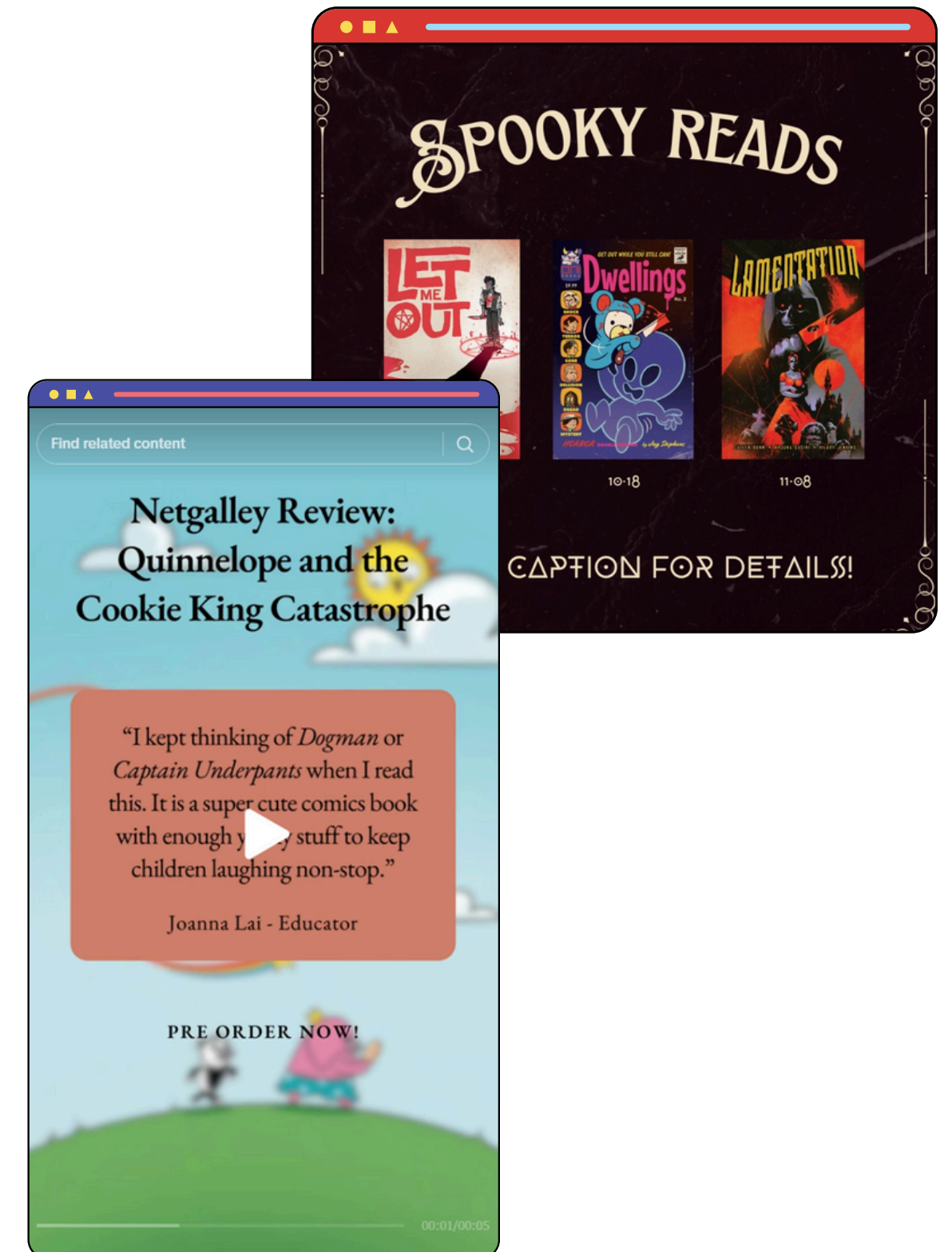
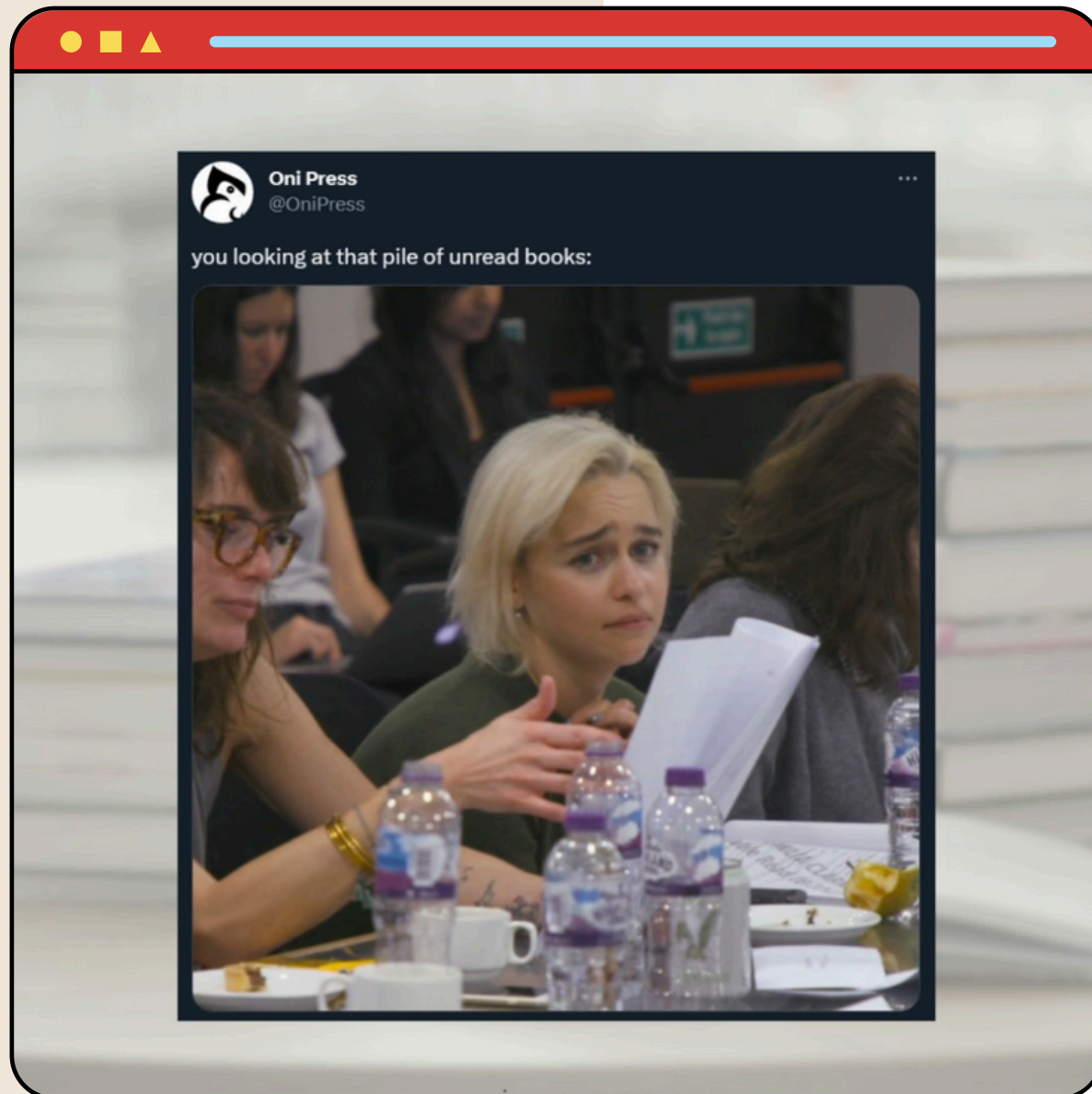
ABOUT ME

SERVICES

PORTFOLIO

CONTACT

## ONI PRESS

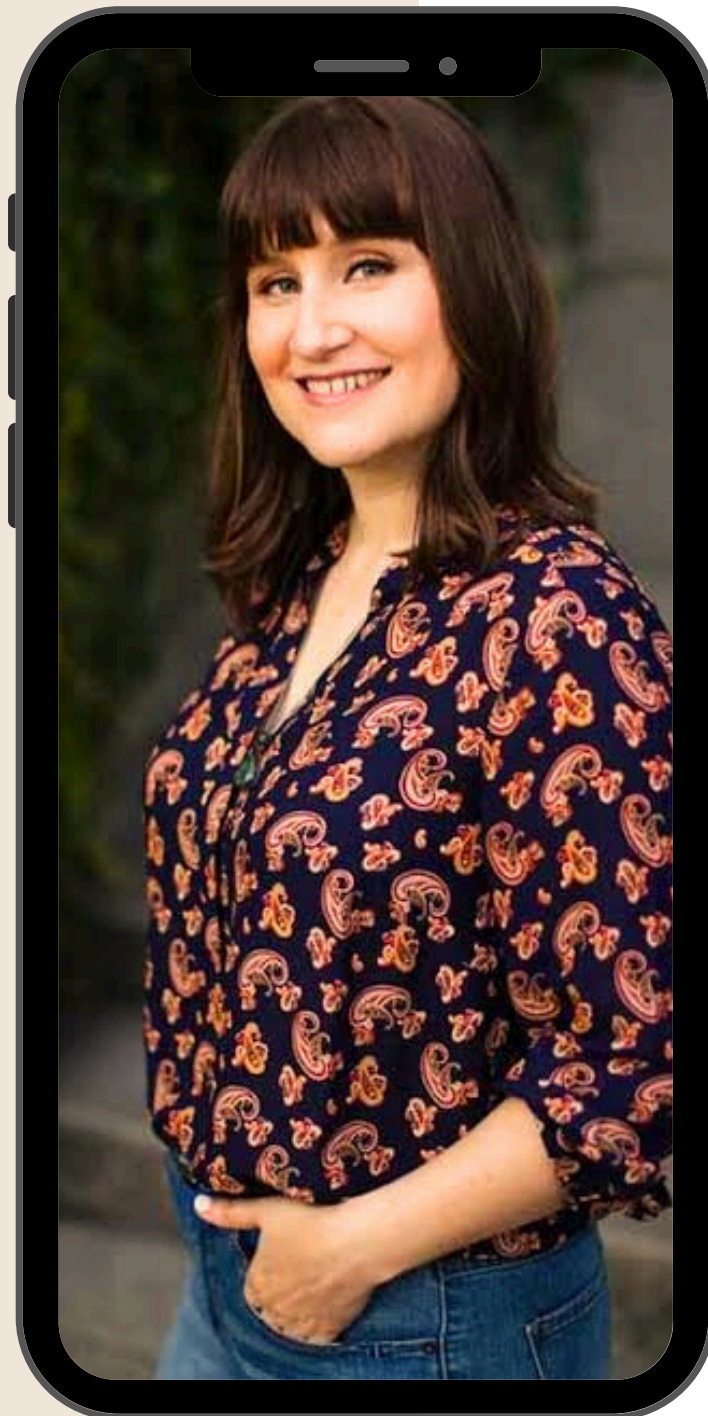


Platforms : Instagram, Facebook, Twitter, TikTok

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ABOUT ME

SERVICES

PORTFOLIO

CONTACT

## FAITH ERIN HICKS

Working as Faith Erin Hicks Social Media Marketing I provided the following services:

- Built out a specialized social media strategy based on Faith's individual goals
- Curated and ran her social calendar
- Scheduled all her social posts on her social calendar
- Created content based on goals – highlighting backlist, previous webcomics, and developing new content ideas
- Building her online brand identity
- Developing her Tiktok page

Whilst working for Faith I have steadily increased her engagement, follower count, and impressions across Instagram and Tiktok. Some of our successes include: various videos averaging between 1K to 5K views on a consistent basis, along with videos hitting **11K**, **84k**, **206K**, and **229K**,and views, and gaining 500 followers on Tiktok half a year.

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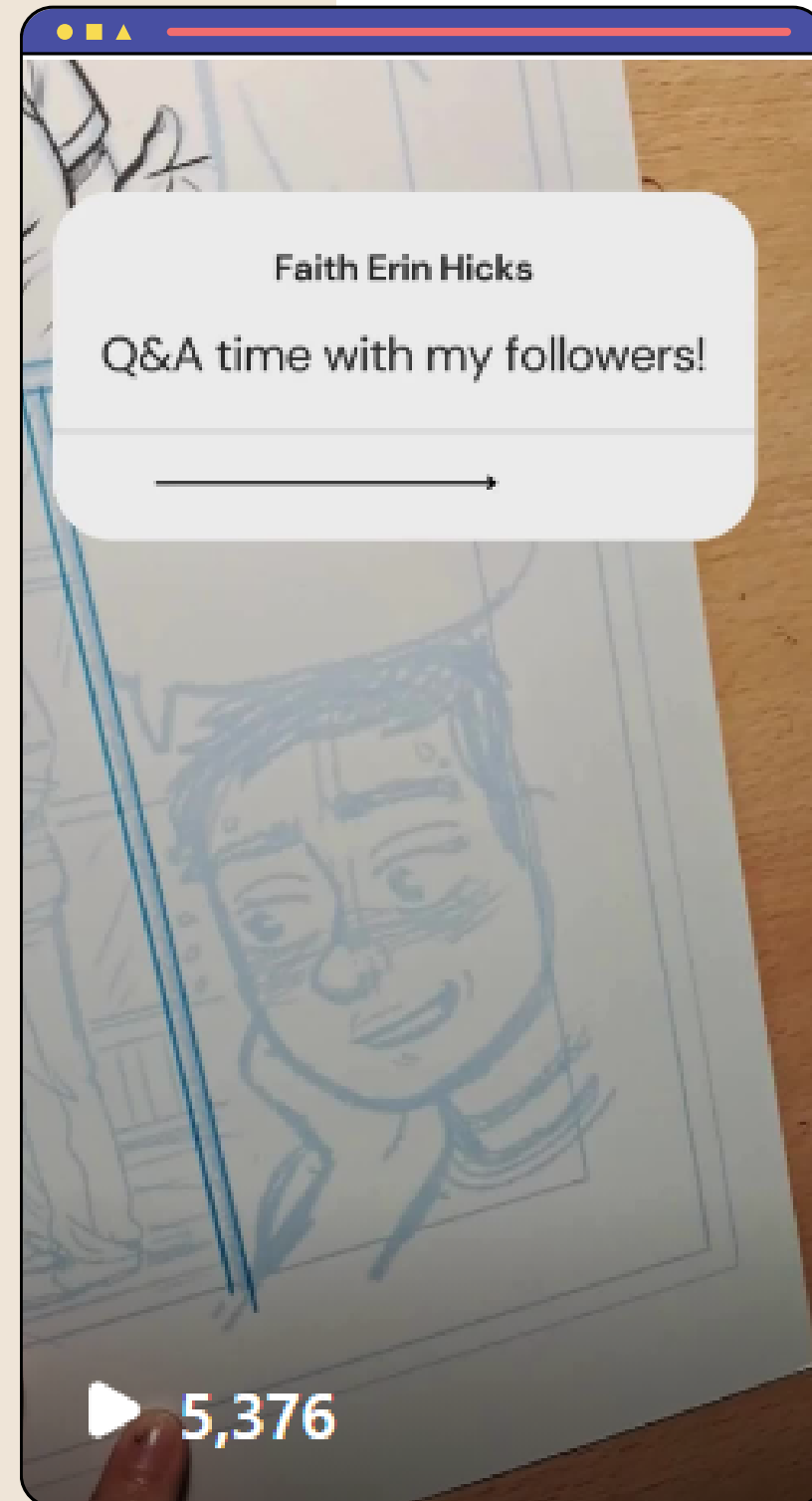
ABOUT ME

SERVICES

PORTFOLIO

CONTACT

## FAITH ERIN HICKS



Platforms : Instagram, Facebook, Twitter, TikTok

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ABOUT ME

SERVICES

PORTFOLIO

CONTACT

## TINY ONION

Hired to write social post copy and post live any per-curated content based on the Marketing Director's social calendar and aid in developing an online brand voice.

Examples included:

- "Isn't reconnection wonderful?"
- Introducing a new line of merch for horror lovers, con goners, and comic creators; presenting our Layer by Layer t-shirt and more!
- When the only person you can turn to to clear your partner's name is the same man originally convicted as the Deviant Killer what do you do?

*Platforms : Instagram, BlueSky, Twitter*

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ABOUT ME

SERVICES

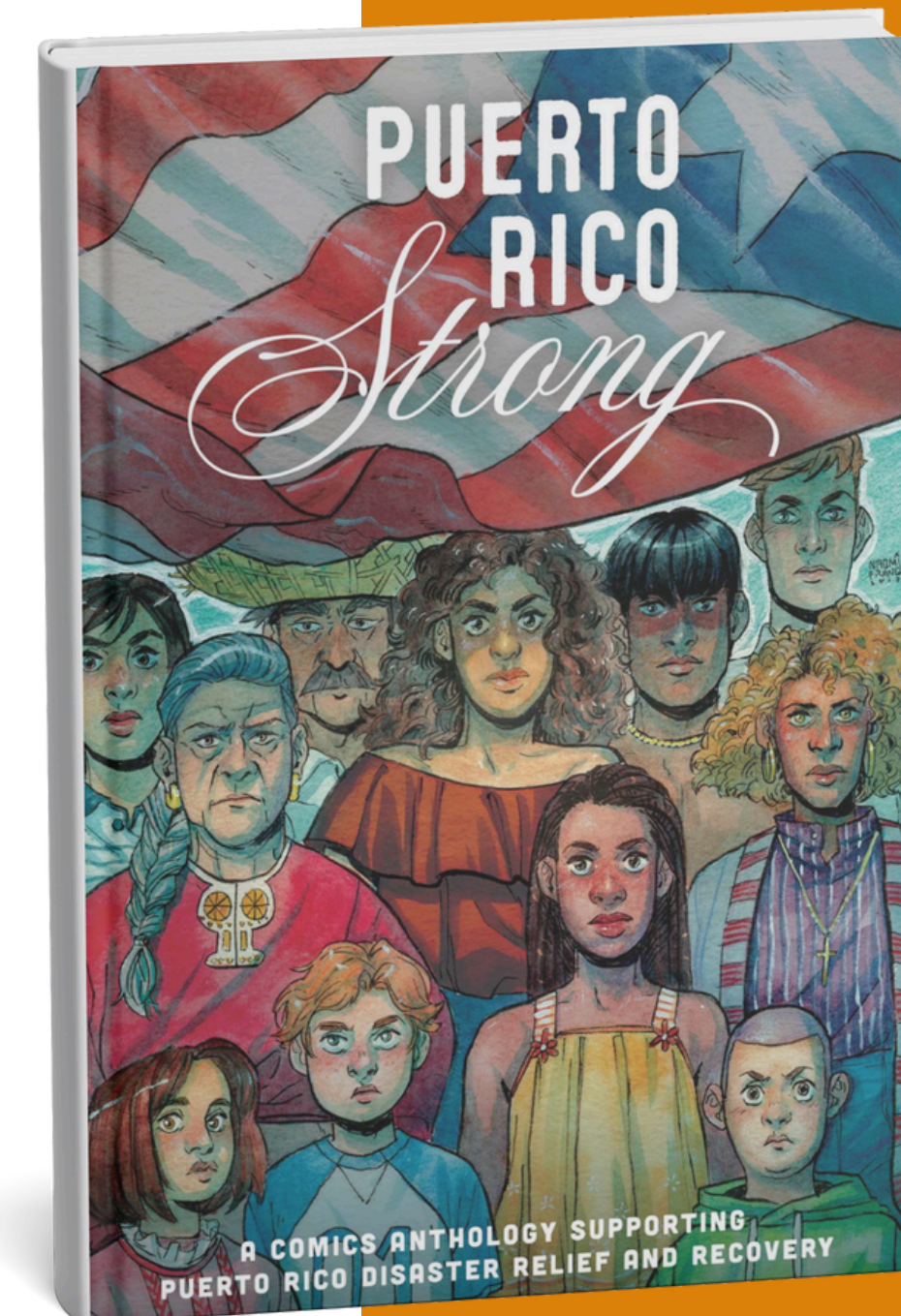
PORTFOLIO

CONTACT

## EDITORIAL

Desiree oversaw the entire imprint of Lion Forge's Catalyst Prime universe, which included over 9 on-going titles. Desiree was in charge of vetting and choosing talent, editing scripts, managing individual editors, editing individual series, and coordinating with Production, Design and IP holders on brand identity and integrity.

Desiree also pitched and developed the original graphic charity novel Puerto Rico Strong which won the Eisner Award for Best Anthology in 2019, and handled various licensing projects including: Dreamwork's *Voltron*, and Choose Your Own Adventure's book to graphic novel line Eighth Grade Witch, Forecast From Stonehenge, and Journey Under the Sea.



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SERVICES

PORTFOLIO

CONTACT

## EDITORIAL

Desiree has oversaw the redesign of many works including best-selling middle grade graphic novel *Mooncakes* by Wendy Xu and Suzanne Walker and the TikTok hit *Taproot* by Keezy Young.

She acquired and edited two hit webtoon sensations: *Covenant* by Lysandra Vuong and *Sub Zero* by Junepurrr and worked closely with industry talents such as David Walker, Amy Chu, and Gail Simone.

She has a strong eye for industry trends, art production, and brings with her eight years experience in publishing to the table.

