

# Dan Rodriguez

FOR CONTACT INFORMATION VISIT [DANRODRIGUEZ.WORK](http://DANRODRIGUEZ.WORK)

## PROFILE

Over 15 years of spearheading organizational transformation to produce breakthrough, award-winning, branded content and immersive experiences.

## SKILLS

- Digital & Social Marketing
  - Experiential Marketing
  - Transmedia Storytelling
  - Organizational Change
- Client Services & BizDev

## EDUCATION

Bachelor's Degree  
COMMUNICATION  
MEDIA/FILM STUDIES  
Program Director, WSOU-FM RADIO  
Seton Hall University  
South Orange, New Jersey, 2006

## AWARDS & RECOGNITION

- 2x Best Overall Social Presence, The Webby Awards (2020, 2022)
- One Show Bronze Pencil (2019)
  - 7x Clio Awards
- 6x Cannes Lions Shortlist
  - 2x The Drum Awards
  - 2x OMMA Awards

## WORK EXPERIENCE

### ACCOUNT DIRECTOR / STRATEGIC ADVISOR

Deep Focus | Jan 2023 - Current

Client services & PM lead for NBCU (Bravo and USA Network) Social AOR. Strategic consultant advising social launch for Max, the new streaming service from Warner Bros. Discovery.

### PROGRAM LEAD, AMERICAS & GLOBAL SOCIAL @ TWITTER STUDIO

Twitter | Oct 2021 - Nov 2022

Drove project management across NAM, global social and celebrity partnership marketing. Planner and strategic advisor to cross-functional leadership. Advocated for breakthrough creative.

### ACCOUNT DIRECTOR / STRATEGIC ADVISOR

BUCK | Oct 2020 - July 2021

Led a new agency practice to develop strategic frameworks, best practices social playbooks and production systems for **PayPal** always-on content, full-funnel campaigns and product launches.

### PROGRAM LEAD, HBO / ACCOUNT DIRECTOR

Deep Focus | Aug 2016 - Dec 2020

Built an award-winning social content strategy and production studio team for **HBO** brand. Led team of 10 across strategy, production, PM & analytics. Bridged cross-function leadership at HBO.

### HEAD OF ACCOUNTS & EXECUTIVE PRODUCER

HUSH | Mar 2013 - Aug 2016

Founded hybrid account/production team of 12. Fostered executive relationships with **Nike**, **Google**, **Twitter** and **Sonos**. Work spanned experiential, digital/social and interactive.

### ACCOUNT SUPERVISOR

Campfire | Mar 2010 - Mar 2013

Led 360° custom affinity/advocacy campaigns for **HBO**, **National Geographic**, **Discovery** and **A&E**.

### MARKETING MANAGER

The Syndicate | May 2005 - Mar 2010

Managed grassroots marketing campaigns for several Grammy-winning musicians and comedians.

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## HIGHLIGHTS

Deep Focus | 2016 - 2020, 2023 | Brands: HBO/HBO Max, Bravo, USA Network, Frito-Lay, Nestlé

- Managed over \$4MM annually for Integrated & Social Agency-of-Record accounts supporting TVC, Facebook, Instagram, Twitter and YouTube.
- Established RACI models throughout agency and HBO. Process improvements decreased average staff-hours per asset 20% YoY while receiving over 30 major creative recognitions including Cannes Lions, The One Show, Clios and **2020 Best Overall Social Presence at The Webby Awards**.
- **“Sopranos Nicknames” activation** generated over 300MM Twitter impressions and 1MM engagements with zero external budget or ad spend.
- **“Recommended by Humans” awareness and retention campaign** drove high-value press and adopted as a signature feature of the HBO Max app.

Twitter | 2021 - 2022

- Defined cross-functional processes and staff plans to deliver thousands of “always-on” social assets for @Twitter brand and 15 vertical handles (including @Twitter Movies, TV, Music, Sports, Gaming and global subregions). **Named 2022 Best Overall Social Presence by The Webby Awards**.
- Drove production and vendor management for **global brand campaign “Tweet It Into Existence.”** Directed quick-turn execution of hundreds of print and digital out-of-home and social assets, as well as a 36-hour installation-to-content-capture sprint to secure a national press blitz.

BUCK | 2020 - 2021 | Brand: PayPal

- Led cross-functional alignment and project management for the **development of a content playbook, brand design refresh and multichannel strategic framework for organic and paid social**. Product launches include Pay-In-4, Crypto and global POS Toolkit.

HUSH | 2013 - 2016 | Brands: Nike, Google, American Express, The New York Times, Equinox

- Managed over \$10MM annual revenue. Changed practices to increase new business pitch success rate from 25% to 75% within 18 months.
- Projects launched at major global events including the Super Bowl, CES, Cannes Lions and Digital UpFronts/NewFronts.
- **Zaha Hadid immersive experience** (\$2.5MM budget) drove sales for the iconic architect’s only NYC project with units priced at \$7MM - \$50MM.
- Built a full-scale retail prototype and R&D lab (\$8MM budget) for **Sonos’ first foray into brick-and-mortar DTC** over 18 months.

Campfire | 2013 - 2016 | Brands: HBO, National Geographic, THQ Games, A&E, Discovery

- Worked on pioneering transmedia campaigns as the agency renowned for being founded by co-creators of *The Blair Witch Project*.
- **“The Wow! Reply” National Geographic stunt** introduced mass deep-space transmissions via Twitter, garnering national media.
- Filmed on location with the cast of **Stephen King’s *Bag of Bones*** to create an awareness-driving immersive digital experience for A&E.

The Syndicate | 2005 - 2010

- Developed digital and radio promotional tactics for dozens of artists including Thursday, Mastodon, Slipknot, Metallica and Black Sabbath.