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CORE COMPETENCIES

- E-Commerce Strategy
- Digital Marketing Leadership
- SEO Strategy
- Customer Acquisition
- Conversion Optimization
- Omnichannel Marketing
- Affiliate Marketing
- Retention Marketing
- Brand Growth
- UX Optimization
- Cross-Functional Leadership
- Shopify
- Klaviyo
- CJ Affiliate
- Google Analytics
- Adobe Creative Suite

LANGUAGE

- English ●●●●●●●●
- Spanish ●●●●●●●●

HILDA RODRIGUEZ

DIRECTOR OF DIGITAL MARKETING | E-COMMERCE | BRAND GROWTH

PROFESSIONAL PROFILE

Digital marketing and e-commerce leader with 10+ years of experience driving brand growth, customer acquisition, SEO strategy, UX optimization, affiliate marketing, retention initiatives, and omnichannel campaigns across multi-brand retail and e-commerce organizations. Proven track record directing cross-functional digital initiatives, optimizing customer experiences, leading high-impact marketing projects, and collaborating with executives, developers, vendors, and creative teams to support business growth and conversion-focused strategies. Experienced in leading cross-functional digital initiatives across multi-brand retail operations, collaborating with executives, developers, vendors, and creative teams to drive growth-focused marketing strategies.

EDUCATION

Master of Science Degree

Full Sail University (September 2018)

- Internet Marketing Degree Program
- Salutatorian

Bachelor of Arts

Florida Atlantic University (May 2015)

- Multimedia Studies: Film, Video and New Media Sequence
- Minor: Digital Photography
- Magna Cum Laude

Associate in Arts

Miami Dade College (April 2012)

- Cum Laude

LICENSES & CERTIFICATIONS

Visual Elements of User Interface Design

Coursera (April 2022)

Mobile Marketing Certification

VidMobile (November 2015)

Certified Student Leader

Florida Atlantic University (April 2015)

Florida Notary Public

State of Florida (September 2012 to September 2029)

WORK EXPERIENCE

The Fragrance Outlet Inc.

Digital Marketing Manager

August 2023 to Present

Lead digital marketing and e-commerce initiatives across Perfumania, Fragrance Outlet, and Fragrance Market, supporting customer acquisition, SEO growth, conversion optimization, customer retention, affiliate marketing, and digital customer experience optimization across multi-brand retail operations.

KEY CONTRIBUTIONS

- Directed 80+ digital and e-commerce initiatives across three retail fragrance brands focused on SEO growth, conversion optimization, UX, affiliate marketing, and customer retention.
- Directed cross-functional collaboration across developers, vendors, marketing teams, and leadership to execute 80+ high-impact digital initiatives annually.
- Led the multi-brand migration from Bazaarvoice to Trustpilot, improving review operations, customer engagement, and brand credibility.
- Managed affiliate marketing initiatives through CJ Affiliate, driving publisher growth and partnership optimization.
- Directed SEO and content strategies across three e-commerce brands to support organic traffic growth and customer acquisition.
- Oversaw website enhancements, landing pages, subscription initiatives, and customer experience improvements supporting omnichannel growth strategies.

The White Fox Haus

Marketing Manager

November 2021 to August 2022

Directed digital marketing, influencer partnerships, branding initiatives, social media strategy, and customer engagement efforts for an e-commerce fashion brand.

KEY CONTRIBUTIONS

- Directed digital marketing, influencer partnerships, branding, and social media growth initiatives for five e-commerce fashion brands.
- Managed influencer campaigns, contract negotiations, campaign execution, and performance reporting to increase brand awareness and audience engagement.
- Led social media and customer acquisition strategies aligned with revenue and growth objectives.
- Oversaw cross-functional marketing initiatives, campaign forecasting, and digital performance analysis

Perfumes 4U

Director of Marketing, Promotions and Product Development

June 2019 to November 2021

Led marketing strategy, branding initiatives, promotional campaigns, and product development efforts for a fragrance retail organization.

KEY CONTRIBUTIONS

- Directed marketing strategy, promotional campaigns, product launches, and brand development initiatives for a fragrance retail organization.
- Led cross-channel advertising initiatives across digital, social, print, and promotional media.
- Oversaw product launch coordination, certification processes, and collaboration with vendors and internal stakeholders.
- Directed branding and marketing initiatives supporting customer acquisition and business growth.

WORK EXPERIENCE

Perfumes 4U

Marketing & Promotions Manager

August 2018 to June 2019

Managed social media marketing, advertising campaigns, content production, email marketing, and digital brand initiatives.

KEY CONTRIBUTIONS

- Managed up to 80 social media accounts and coordinated digital campaign execution across multiple platforms.
- Led content creation initiatives, including photography, video production, branding assets, promotional graphics, and campaign visuals.
- Executed social media growth strategies, audience engagement initiatives, and digital advertising support.
- Managed campaign reporting, analytics tracking, and performance insights for leadership teams.
- Oversaw content calendars, promotional scheduling, and cross-channel marketing coordination.
- Supported email marketing campaigns and customer engagement initiatives.
- Collaborated with clients, creative teams, and stakeholders to execute marketing projects and promotional campaigns.

Perfumes 4U

Marketing Coordinator

August 2017 to August 2018

Supported digital marketing operations, social media management, campaign coordination, content production, and promotional initiatives.

KEY CONTRIBUTIONS

- Coordinated digital marketing campaigns and social media initiatives across multiple channels.
- Assisted with campaign execution, content calendars, audience engagement, and performance tracking.
- Supported photography, video production, graphic design, and digital asset creation.
- Collaborated with cross-functional teams to coordinate media plans and promotional initiatives.
- Assisted with email marketing, social media scheduling, and content optimization strategies.

KEY ACHIEVEMENTS

- Directed 80+ digital and e-commerce initiatives across multi-brand retail operations.
- Led multi-brand Trustpilot migration initiatives, improving customer review operations and digital brand credibility.
- Managed affiliate marketing strategy and publisher partnerships through CJ Affiliate.
- Spearheaded SEO and content initiatives across three e-commerce fragrance brands.
- Led UX and customer experience enhancements supporting conversion optimization initiatives.
- Led subscription-based retention initiatives focused on recurring customer engagement.
- Managed omnichannel promotional campaigns and digital growth initiatives across multiple retail brands.