

JUAN RODRIGUEZ

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WHAT I'M ABOUT

I like to stay ahead, constantly looking to raise the bar, challenge perceptions, and experiment. Talent can only take you so far, my knowledge of the field and market comes from self-imposed professional development, many hours of TikTok tutorials, and on-the-job learning. I have experience and feel comfortable shooting, editing, designing, creating, and writing copy. Always taking accountability to ensure creative projects are managed on-time, on-budget, and on-brand. Above all, it's the passion for brand building that drives me, along with a deep understanding of the market, and an ability to anticipate trends before they happen. It's the culmination of these things that's helped me excel at managing omnichannel creative for specialty brands, even as the landscape evolves.

EXPERIENCE

Hatchery Group – Retail Strategy

December 2021 – Present

Brand & Content Marketing Manager

Reference Available Upon Request

- Lead branding & Marketing for 5+ brands I co-developed alongside sales, supply chain, finance, and legal to execute brand launches at Walmart.
- Develop branding, positioning, messaging, and social strategy for the Coffee Collective local program in 800+ WMT stores across 36 metros in the US.
- Generated a 60% sales lift by establishing merchandising strategies and designing a Local Finds endcap for WMT store 4108 during peak holiday season.
- Advised high valued grocery, personal care, and hair care clients totaling \$3M+ in annual revenue on social media strategy, branding and packaging.

Arena - Happy Group

May 2021 – December 2021

Business Analyst Intern - Marketing Intern

Reference Available Upon Request

- Monitored sales using Retail Link to uncover actionable insights used in decks, Price Value Analysis, and Market Basket reports for sales executives to utilize during line reviews worth over \$3M in business unit sales.
- Spearheaded a data visualization project using Flourish to show WMT stores and DCs across the US in different regions, metros, and cities with high coffee markets.
- Optimized content quality scores and attained an average score of 85% for 300+ items in WMT Item 360.
- Self-Initiated a process to identify and pursue DTC business development opportunities.

International Students & Scholars Office

August 2019 – December 2021

Media Assistant

Reference Available Upon Request

- Produced and executed omni-channel marketing campaigns on TikTok, Instagram, Facebook, and YouTube reaching over 4K accounts total.
- Aligned social media team on core responsibilities for the universities annual International Education Week programing and campaign.

EDUCATION

University of Arkansas, Sam M. Walton College of Business – Fayetteville, AR

Bachelor of Science in Business Administration

Major: Marketing

Minor: Spanish

LEADERSHIP

Future Women Business Leaders – *Media Chair/Officer*

August 2019 – December 2021

- Pioneered overall marketing strategy, developed brand identity, and managed partnership outreach for community events with over 200+ attendees.

Arkansas Immigrant Defense Law – *Branding Project Lead*

August 2019 – 2020

- Launched a brand refresh and created a style guide to amplify core positioning, key messaging, and national strategy.

SKILLS

Relevant Skills

- WIX, Canva, Adobe Suite, Illustrator, Photoshop, Lightroom, Flourish, GoDaddy, Google Suite, Microsoft Suite, WMT Retail Link, WMT Item 360, Google Analytics, Asana, HubSpot, Instagram, TikTok, Facebook, YouTube, Meta Business Suite, and Later.