

Dorian Ashford

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Results-driven social media strategist with 9+ years in the entertainment industry, specializing in content creation, audience engagement, and multi-platform campaigns. Proven track record of driving impact for major brands and shows. Expertise in creative production, influencer partner

EXPERIENCE

Peacock | Senior Creative Producer | *April 2024 – Present*

- Managed the in-house transition of Peacock's social production team, developing new workflows and onboarding editors, designers, and producers to produce content and streamline delivery
- Led end-to-end social campaigns for key titles including *Love Island Games*, *Married at First Sight*, and *All Her Fault*, overseeing strategy, creative development, and publishing across platforms
- Directed real-time social coverage for cultural tentpoles such as *SNL 50*, achieving high engagement and positive sentiment
- Partnered with internal and agency teams to produce video and static assets that drove conversation, viewership, and brand affinity
- Led monthly social production workstreams and mentored junior creatives, fostering cross-team collaboration and professional growth

hi5.agency | Senior Producer | *Nov 2023 – April 2024*

- Managed and lead large-scale projects for Google Pixel, while maintaining client partnerships (NBA and Coachella), ensuring satisfaction and alignment with agency creative standards
- Oversaw strategic development across digital, AV, and print platforms, collaborating with strategy, social, and creative teams
- Utilized project management tools to effectively prioritize deliverables and maintain clear communication channels
- Mentored and trained Producers and Project Managers, enhancing their understanding of production workflows

Coolr | Senior Social Account Manager | *Feb 2023 – Sept 2023*

- Managed clients' social media strategies to build brand awareness while exceeding objectives and expectations (Lyft, Dolby, TikTok)
- Led influencer management initiatives, partnerships, and logistical arrangements
- Executed multiple concurrent projects while maintaining quality, timeliness, and budget adherence
- Conducted campaign performance analysis to optimize strategy and achieve key KPI's
- Oversaw community management and strategy for brand accounts

Jellyfish | Senior Producer | *Feb 2022 – Feb 2023*

- Led social and experiential marketing campaigns for clients such as Netflix, Disney+, HBO Max, and Candy Crush
- Developed creative strategies and led pitch proposals to secure new business
- Constructed campaign roadmaps outlining necessary resources and deliverables
- Collaborated closely with account management teams to ensure smooth, timely, and budget-compliant project deliverables

Jellyfish | Producer | *Sept 2020 – Feb 2022*

- Partnered with Senior Producers to develop and execute social campaigns
- Produced engaging, innovative content to communicate brand messaging effectively
- Fostered dedicated fan communities, enhancing brand loyalty through strategic community management
- Developed brand-specific tones of voice across diverse accounts for consistency and resonance
- Captured event and premiere coverage, including content creation and leading talent interviews

Starz | Production Assistant | *Jun 2016 – Sept 2020*

- Wrote, produced, and edited promotional content for STARZ under tight deadlines
- Managed talent and crew during filming, ensuring the creation of key promo materials
- Conducted talent interviews at premieres and promotional shoots (FYC Starz, *The Rook* Premiere, *Vida* Premiere, Essence Fest, SXSW)
- Organized and supervised voice-over sessions, ensuring timely execution
- Trained new production team members and interns across all aspects of production

EDUCATION

- BA, Media Studies, Auburn University, Auburn, AL | 2012 - 2016

SKILLS

Project Management | Social Media Strategy | Influencer Marketing | Experiential Marketing | Creative Production |
Copywriting | Solution-Oriented | Budget Planning & Management | Reporting & Analytics | Team Building