

Dorian Ashford

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Culture-first creative and marketing leader with 10+ years of experience driving strategy and integrated campaigns across film, television, music, and live events. Known for building high-performing teams, translating audience insights into social-first storytelling, and developing culturally relevant campaigns that grow audiences, build fandom, and deliver measurable impact.

EXPERIENCE

Warner Music Group | Associate Director, Social Creative | *April 2026 – Present*

- Lead social creative strategy and content development for iconic artists, including David Bowie, Talking Heads, The Smiths, and New Order
- Develop artist social strategies, always-on programming, and culturally relevant campaigns to drive catalog discovery and audience engagement
- Drive data-informed social creative strategy for legacy artists, supporting 163M+ cross-platform views for Talking Heads and 65M+ new TikTok views for David Bowie over six months, expanding catalog discovery and engagement across new generations of fans
- Streamline creative operations through new content tracking systems, management approval workflows, and collaborative ideation tools
- Direct social content strategy and production for major artist activations, including Talking Heads x SiriusXM and Gym Class Heroes at Warped Tour, generating 6M+ organic views

Peacock | Senior Creative Producer | *April 2024 – Nov 2025*

- Managed the in-house transition of the Always On social production team, developing workflows and onboarding a full service creative team to create content and streamline delivery across campaigns
- Led social campaigns for key titles including *Love Island Games*, *Poker Face*, *All Her Fault*, and theatrical releases such as *Nobody 2* and *Bad Guys 2*, overseeing creative development and publishing across platforms
- Directed real-time social coverage for major events like **SNL50** and **Paris 2024 Summer Olympics**, 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 across series and theatrical marketing efforts
- 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 led large-scale projects for **Google Pixel**, maintaining partner relationships (**NBA and Coachella**) and ensuring creative alignment
- Oversaw strategic development across digital, AV, and print, collaborating with strategy, social, and creative teams
- Utilized project management tools to prioritize deliverables and maintain clear communication channels
- Mentored Producers and creative team members to strengthen production and workflow

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

- Managed social media strategies for clients including **Lyft**, **Dolby**, and **TikTok**, driving brand awareness and meeting KPIs

- Led influencer partnerships, outreach, and logistics
- Oversaw multiple concurrent campaigns, maintaining quality, timeliness, and budget adherence
- Analyzed campaign performance and optimized strategies based on data-driven insights
- Led community management and strategy for client accounts

Jellyfish | Producer and Senior Producer | Sep 2020 – Feb 2023

- Led social and experiential marketing campaigns for **Netflix**, **Disney+**, **HBO Max**, and **Candy Crush**
- Developed creative strategies and led pitch proposals to secure new business
- Constructed campaign roadmaps defining resources, timelines, and deliverables
- Collaborated closely with account management to ensure timely, budget-compliant execution
- Produced innovative content to communicate brand messaging and strengthen engagement
- Fostered fan communities through dedicated community management
- Developed brand tone and voice consistency across social channels
- Captured event and premiere coverage, including interviews and live content creation

Starz | Production Assistant | Jun 2016 – Sept 2020

- Wrote, produced, and edited promotional content under tight deadlines
- Managed talent and crew during production of promo materials
- Conducted interviews at premieres and events (FYC Starz, The Rook Premiere, Vida Premiere, Essence Fest, SXSW)
- Organized and supervised voice-over sessions, ensuring timely delivery
- Trained new production staff and interns in all aspects of production

EDUCATION

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

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