






DORIAN ASHFORD

CONTACT

-  205-994-5322
-  dorianlexashford@gmail.com
-  Los Angeles, CA

SKILLS

- Project Management
- Social Media Strategy
- Influencer Marketing
- Experiential Marketing Production
- Video Production
- Copywriting
- Product launch strategy
- Solution oriented thinking
- Budgeting Planning + Management
- Reporting & Analytics

ACHIEVEMENTS

Led strategy on HBO Max's Sweet Life series and executed 360 social campaigns for S1 & S2, launching social accounts from scratch, reaching 2M+ engagements

EDUCATION

BA, MEDIA STUDIES
Auburn University
2012 - 2016

EXPERIENCE

SENIOR PRODUCER

hi5.agency
Nov 2023 - Present

- Manage and lead large-scale projects, while maintaining client relationships, ensuring satisfaction and alignment with agency creative standards and client objectives
- Oversee strategic development across digital, AV, and print platforms, collaborating with strategy, social, and creative teams
- Utilize project management tools to effectively prioritize deliverables and maintain clear communication channels
- Facilitate team cohesion through effective team-building, problem-solving, and conflict resolution strategies
- Champion a culture of innovation and inclusivity while adhering to established agency processes
- Mentor and train Producers and Project Managers, contributing to their understanding of the overall production process workflow

SENIOR SOCIAL ACCOUNT MANAGER

Coolr
Feb 2023 - Sept 2023

- Oversaw the daily management of clients' social media strategies, building brand awareness, while surpassing set objectives and expectations (Lyft, Dolby, TikTok)
- Lead influencer management initiatives, partnerships, and logistical arrangements
- Effectively executed numerous concurrent projects, upholding high quality, timeliness, and budget adherence
- Conducted reports and analysis of campaign approaches to attain various KPI's
- Executed community management, strategy, copywriting, and other relevant areas as required

SENIOR PRODUCER




Jellyfish
Feb 2022 - Feb 2023

- Led full strategy social campaigns, ranging from social to experiential marketing for clients such as Netflix, Disney+, HBO Max, Candy Crush, and more
- Led the creative development and strategy of various pitch proposals to secure new business
- Cultivated client relationships and proactively contributed to client retention and growth
- Constructed thorough campaign roadmaps outlining necessary resources for specific deliverables
- Collaborated closely with account management teams to ensure smooth, timely, and budget-compliant project deliverables
- Led events and premiere coverage to capture captivating content and conduct interviews with talent



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EXPERIENCE

PRODUCER

Jellyfish

Sept 2020 - Feb 2022

- Collaborated with Senior Producers to develop comprehensive social campaigns
- Produced engaging and innovative content for clients to effectively communicate their brand message
- Cultivated dedicated fan communities, enhancing brand loyalty through community management
- Established authentic tones of voice across diverse accounts, ensuring consistency and resonance
- Attended events and premieres to capture content for social
- Kept clients and internal teams up-to-date on the latest industry trends, translating insights into actionable strategies for clients

PRODUCTION ASSISTANT

STARZ

June 2016 - Sept 2020

- Wrote, produced, and edited promotional content for STARZ within tight timeframes
- Managed talent and crew during filming, ensuring the creation of necessary promo materials
- Studied industry trends, proposing ideas that were both pertinent and groundbreaking
- Created and oversaw set designs for promotional and campaign shoots
- Conducted talent interviews at premieres and promotional shoots (including FYC Starz, *The Rook* Premiere, *Vida* Premiere, Essence Fest, SXSW)
- Organized and supervised voice-over talent sessions according to schedule
- Provided training and guidance to new production team members and interns, covering all aspects of production