

**MONICA
RODRIGUEZ**

Portofolio

MONICA RODRIGUEZ

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About Me

I am a Social Media freelancer working in various fields for example, I was a marketing assistant for Variety and View Conference. I recently finished creating graphic design assets for (Carol Marshall) Film Fest 919. I am recent graduate from California State University, Northridge (CSUN) and majored in Public Relations.

I have a passion for story telling either through the art of digital design content for social media. My background I obtained three Associate Degrees in Animation Production, Fine Arts, and Broadcast Journalism. With my creative background it helps me come up with out of the box solutions. I keep up to date with the latest popular apps, trends, and the next up in coming social media platforms.

I am meticulous, careful with my work, a bit of an overachiever, and deliberate in the way I work. I look forward to supporting or creating work in the future that aims to connect people through digital communication.

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GRAPHIC DESIGN

Saturday, October 12 - 6:00 pm
DISTINGUISHED SCREENWRITER AWARD
 3 Time Academy Award® Nominee
ANTHONY McCARTEN

Following a screening of
Fernando Meirelles'
The Two Popes




Thursday, October 10

ROCKETMAN
 ENCORE PERFORMANCE
 MEET
RAY WILLIAMS

The guy who discovered Elton John and introduced him to his longtime lyricist Bernie Taupin.




Opening Night
 NOAH BAUMBACH'S **MARRIAGE STORY**
 Meet Actress **Martha Kelly**

CITY KITCHEN
 After Party Featuring
LIQUID PLEASURE

Hosted by Sally Brown, wife of UNC Football coach Mack Brown




Closing Night
 Film & Party

TAIKA WAITITI'S
JOJO RABBIT

Winner People's Choice Award
 Toronto International Film Festival
 Wrap party hosted by Silverspot Cinema

SILVERSPOT CINEMA



2019-September:

Film Fest 919

Carol Marshall Public Relations

Created graphic design assets for Film Fest 919 promoting Rocketman, Jojo Rabbit, Marriage Story, and The Two Popes.



2019-September:

Logo Design

MTR Media Solutions

Here is the process of creating my final logo design.

Thousands of youth in South Central Los Angeles won't receive gifts this holiday season.

Help change this reality by donating a new toy from the list below for girls and boys ages 0-2 to support **A PLACE CALLED HOME'S** annual **HOME FOR THE HOLIDAYS**

- Bottles/ pacifiers
- Baby's first blocks
- Baby's first books
- Stuffed animals

Donations accepted through December 14th

apch.org
 A Place Called Home

@apch2830

(323) 238-2416

A PLACE CALLED HOME
WILL BE HOSTING ITS ANNUAL

THANKSGIVING GROCERY DISTRIBUTION AND COMMUNITY DINNER

Thursday 22, 2018
 2830 South Central Ave. Los Angeles CA 90011

STOP BY AT 7 AM!
to receive your **FREE** turkey and groceries!

DON'T FORGET
To come back at 1 PM for a delicious Thanksgiving meal!

WHILE SUPPLIES LAST

apch.org
 A Place Called Home

@apch2830

(323) 238-2416

DONATE HERE

Help make Thanksgiving Dinner a reality for families in need by donating to A Place Called Home's annual!

Thanksgiving Turkey and Food Distribution drive!

Grocery Wish List:

<i>Canned Goods</i>	<i>Spices</i>	\$20 gift card to local grocery stores <i>(including Superior, Northgate Market, Ralphs)</i>
<i>Stuffing</i>	<i>Olive Oil</i>	
<i>Cranberry Sauce</i>	<i>Chicken Broth</i>	
<i>Potatoes</i>	<i>Flour</i>	
<i>Bread Rolls</i>	<i>Vegetables</i>	
<i>Napking</i>	<i>Yams</i>	
<i>Utensils</i>	<i>Gravy</i>	

apch.org
 A Place Called Home

@apch2830

(323) 238-2416

2018:
Graphic Design
 A Place Called Home

I updated A Place Called Home flyers for their Thanksgiving and Christmas Toy Drive.

2017

Illustration Class

Created illustrations art pieces of my family.



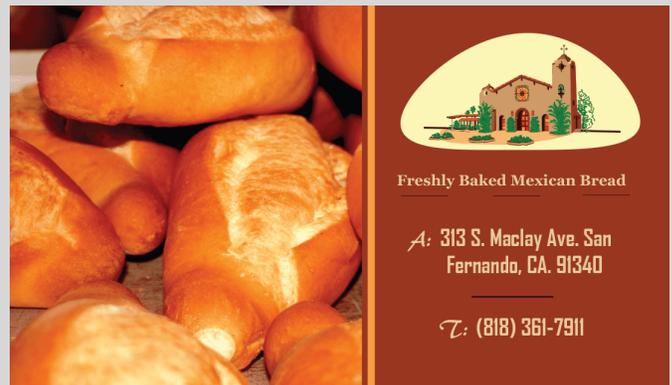


2019:
Soical Media
 Women In Animation

I created a Instagram banner for Women In Animation and a social media graphic design of promoting Women In Animation booth.

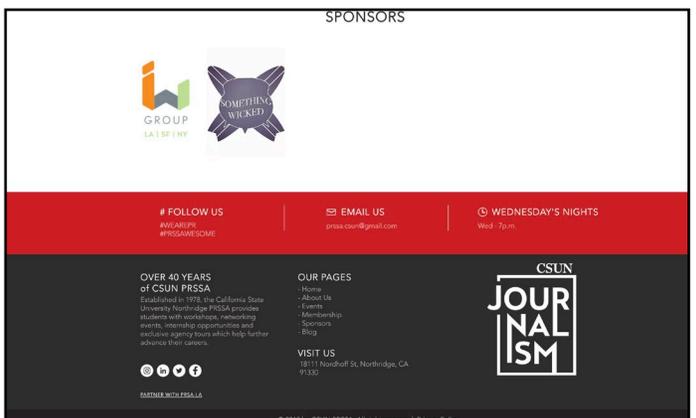
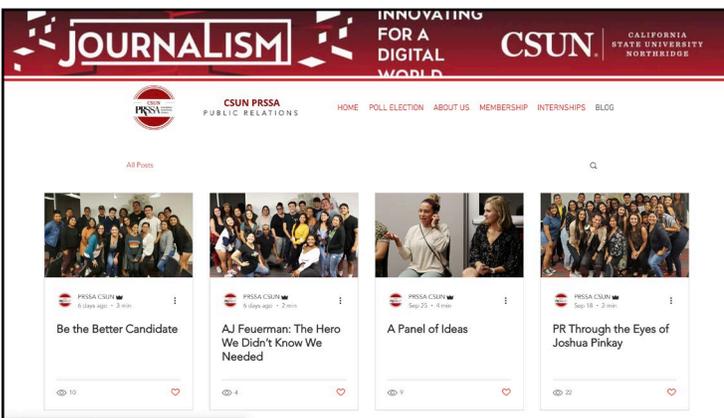
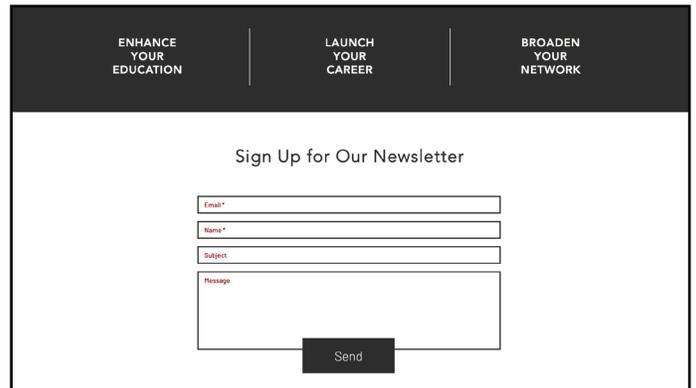
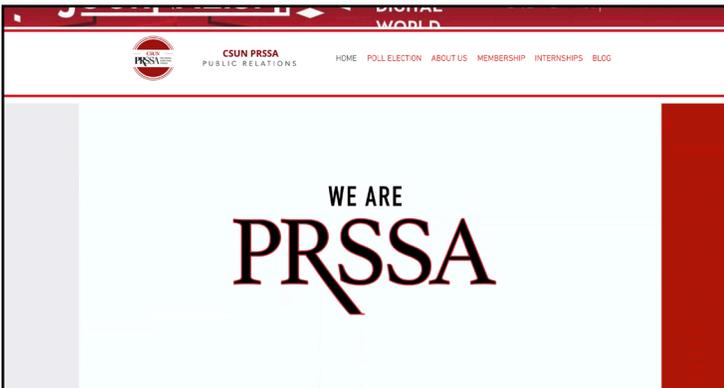
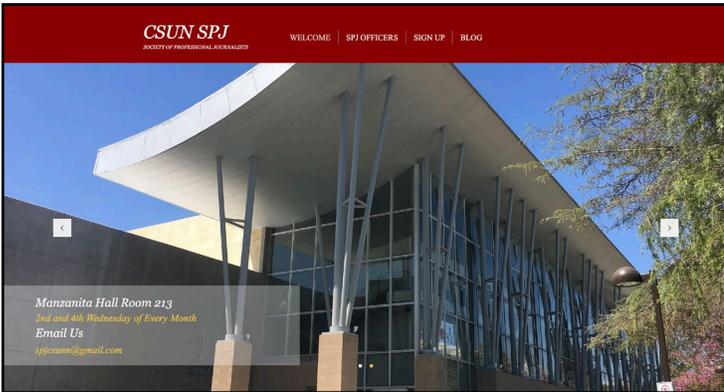
2017
Logo Business Card and Design
 Panaderia San Fernando

Hired to recreate business card and took photos of baked goods.



2018 to 2019:
Website Design
 CSUN SPJ & PRSSA

I created CSUN SPJ and PRSSA club website home, internship, and board member pages. Including created a motion graphics “We Are PRSSA” welcome page using After Effects.



EVENTS



NETWORKING



Austin Dave: Chief Multimedia Journalist & Director of Digital Operations

Brent Hopkins: Los Angeles Times

Susan Abram: Freelance Writer

Daryl Cagle: Political Cartoons

Susan Abram: Freelance Journalist

Adrienne Alpert: ABC 7 News

Gary Klein: Covers the Los Angeles Rams for the Los Angeles Times

Dave Brill: Freelance Sports

Producer KABC-7

Haley Sawyer: Sports Editor

2017 to 2018:

Club Events

Society of Professional Journalists (SPJ)

Created and managed their social media platforms. Communicated with broadcasting corporations to conduct tours for informative student sessions. Invited/managed 15 professional guest speakers regarding careers in journalism industry. Established a brand kit to accompany club's website, banner, logo, and marketing newsletter.



2018-August:

**Student Public Relations
Consultant Events Marketing
A Place Called Home (APCH)**

Co-Director of social media campaigns. Created journalist media list with Google Sheet copy-edited press releases. Interviewed talent for APCH West Coast Game Night and CALE Expo for future digital advertisement content.

*From Pitch To Press
Learning The Art of Pitching*



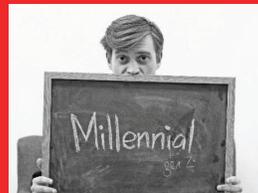
Haley Sawyer
Sports Editor
The Santa Clarita Valley Signal



Casandra Walker
Realtor + Publicist + Entrepreneur
RCW Media Group



Bill Imada
Founder, Chairman, CCO
IW Group



Eljay Feuerman
Client Partner, Director of Insights & Ideation
IW Group

April 10, 2019 7 p.m.
Reseda Room Northridge Complex Center USU



CSUN PRSSA

FROM PITCH TO PRESS LEARNING THE ART OF PITCHING

Featuring:
Casandra Walker
Haley Sawyer

April 10, 2019 7 p.m.
Reseda Room
Northridge Complex
Center USU

Get an in-depth glimpse into the world of
Public Relations and Journalism



2018 to 2019:

Student Director of Public Relations

Public Relations Student Society of
America (PRSSA), CSUN Chapter

Created managed CSUN PRSSA website, assisted with blog post. Cold emailed 68 public relations and journalism professionals for PRSSA event. Created and hosted "The Art of the Press Release" workshop to learn how to pitch from professional journalist and PR.



2019- October:
Event Staff
Variety Power of Women

Assisted events teams as a liaison for Variety’s Power of Women marketing event. Helped coordinate a 500+ luncheon with guest check-in, talent lists, seating charts, transportation, and promotional items.



2019- June:
Marketing and Events Assistant
View Conference

Networked with floor vendors at SIGGRAPH to increase View Conference participants. Promoted company events via Instagram and Facebook. Assisted CEO Maria Elena through administrative tasks such as travel expenses, copy edited press releases, contacted local animation universities, and companies.

SOCIAL MEDIA

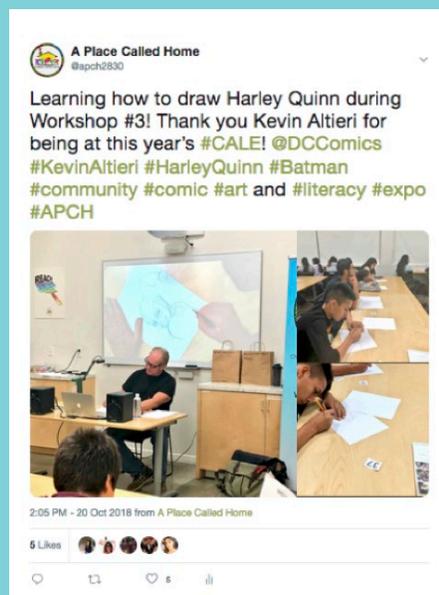
2019- August:
Marketing and Events Assistant
View Conference

Posted Instagram stories and feed promoting View Conference.



2018- November:
Student Public
Relations Consultant

A Place Called Home
Assisted with copy for Twitter feed.





2019:
Social Media
 Women In Animation

- Posted Instagram stories and feed promoting View Conference
- Assist with creation, conception, and presentation of social media strategy
- Facilitate communication with WIA Board Members for the creation of social media content
- Post relevant content in accordance with Content Calendar
- Assisted Creative Talent Network (CTN) Expo

WRITING SAMPLES

2019-September:

Blog Post

Disney Writing Sample

I created a Disney ride attraction called Monster City Escape.

This was a blog post writing sample to showcase my writing style for Disney blog.

Tue, Oct. 31, 2019

The First Look Inside Monster City Escape at Monster Ranch Theme Park, U.S.A.

by Monica Rodriguez, Editorial Content Director, Monster Ranch Theme Park

As announced today, the highly anticipated attraction Monster City Escape will open June 2020 at Monster Ranch Theme Park, U.S.A. in Los Angeles.

When this high action pact coaster opens, you will be recruited as Monster Hunters in training assisting Monster Hero Roxy to capture Red before escaping into the ocean to become Red Titan.

Here's more of what you can expect!

Roxy Top Monster Hunter hero is tasked to capture the run-away monster Red who has escaped from Monster Hunter HQ. You have received corrodents of Reds location in New York City. Roxy has recruited new monster hunters in training to capture Red before it escapes into the ocean. If Red escapes to the ocean it will turn into Red Titan. The only way to capture, save the city and control the Red Titan is to use your equipped hover bikes and blast Red back to land . Red returns to its small cute size you gave Roxy time to charge her monster ball and capture Red and send it back to HQ. At the end Roxy will honor everyone as a true Monster Hunters hero's and you will join Roxy and the other Monster Hunters on the wall of honor.

Monster City Escape will be one action pact roller coaster will set guest in an immersive, technologically advanced ride in amusement park history.

Stay tuned to the Monster Ranch Blog for more updates on Monster City Escape

Monster City Escape PR Strategy Plan showcasing my step to step process of how I can promote this newsiest ride attraction.

Public Relations Plan for Monster City Escape

Executive Summary:

Monster Ranch is located in Los Angeles California and we are presenting our new attraction set to open in June 2020. Monster City Escape will be the most immersive, technologically advanced ride in amusement park history. The innovative new attraction will take guests ride their own hover bikes equipped with the latest Monster Hunter technology and launch them through Monster Hunter HQ. Guests will go through a high speed roller coaster while dodging New York buildings and shooting down monsters before escaping into the ocean.

Situation:

We need to bring awareness and drive our guests to come and experience our latest roller coaster attraction Monster City Escape.

Objectives:

Our objective is to promote and build popularity for Monster City Escape ride.

Audience:

Monster Ranch target audience are people who come from middle class families who have male and female children ages of seventeen to eleven-year-olds.

Strategy:

The strategy is to bring awareness and promoting Monster City Escape ride.

- Create content for video promos of Monster City Escape ride to promote with in the coming months through social media.
- Interview Monster Ranch Engineers of the creating process to be promote in our main webpage, social media sites and for press kit.
- Higher professional photographers and filming the timeline of Monster City Escape.
- Sent out press releases, press kit to let journalist and media know of Monster City Escape and invite Monster Ranch influencers to Expo.
- Make sure to prepare Monster City Escape Swag.
- At Monster Ranch Expo showcase concept artworks, process of designs and final 3D model of Monster City Escape.
- Opening day invite Monster Ranch influencers, media, professional photographers bloggers and a promotion event for fans to participate and when tickets to be part of opening day.
- Live stream opening day through social media outlets and home website main page.

Tactics:

The work will be divided with our Monster Ranch Public Relations team. Each social media site will have one or more members working on each account:

- Twitter
- Facebook
- Instagram
- Tic-Tok
- YouTube
- Blog
- Home website

During Monster Ranch Expo and opening ride ceremony our team will be filming footage and livestream using social media for promo events and contact creation. Set up a social media calendar to sort social media feeds and we will be posting before each event. Create a hashtag list when sending out copies for social media site.

For example:

- #MCEscape
- #MRanch
- #MRExpo
- #Monsterranch
- etc.

In addition as a collective group we will create a promo app of creating your own Monster Hunter avatar and share with your friends and family if you get the most likes of your avatar. The winner's avatar will be showcased inside of Monster City Escape ride wall of Monster Hunter Hero fame while our guest will wait in line before entering the ride.

Timetable:

We have to start preparing now creating content footage of the ride process of Monster City Escape since it will be open in June 2020.

Following this, there will be a steady amount of events happening during the months leading up to the semester ending.

Future Events:

Place	Location	Time	Day
Press Day	Monster Ranch	9 a.m.	Jan.10,2020

Monster Ranch Expo	Los Angeles Convention Center	9 a.m.	Feb. 7, 2020
Press Day	Monster Ranch	9 a.m.	April, 10, 2020
Monster City Escape	Monster Ranch	9 a.m.	June 2020

Evaluation:

As part of the Monster Ranch Public Relation staff, it is our duty to make sure we have increase social media, news, blog, home website and broadcast presence. In order to make sure we are reaching target audiences we will view our analytics decks, comparing before and after of our involvement and to measure the effectiveness of our work.

2019-September:

Press Release

Disney Writing Sample

Monster City Escape Press Release contain information about the future ride attraction.

Monster City Escape Opens June 2020, in Monster Ranch Theme Park, U.S.A.

LOS ANGELES, Calif. (Oct. 31, 2019) — Monster Ranch Theme park is opening a new immersive attraction, Monster City Escape set to open in June 2020 in Los Angeles. Monster City Escape will be the most immersive, technologically advanced ride in amusement park history.

The innovative new attraction will take guests ride their own hover bikes equipped with the latest Monster Hunter technology and launch them through Monster Hunter HQ. Guests will go through a high speed roller coaster while dodging New York buildings and shooting down monsters before escaping into the ocean.

"In designing the Monster City Escape, we wanted this science fiction to be turn into reality and immersive our guest to be a part of the story and helping our Monster Hunter Blue to capture Red. This ride is meant to feel that you are inside a roller coaster video game and saving New York City," — Sam Rogers, Executive Creative Director, Monster Ranch Science Engineer.

Monster City Escape's engineers released additional details showcasing the latest details about the thrilling roller coaster experience:

- Innovative effects include immersive projections, lighting and sound. Guests will be recruit as Monster Hunters in training assisting Monster Hero Blue to capture Red before escaping into the ocean to become a Titan.
- While waiting in line guests have the ability to create their own cute monsters and add to our monster ranch habit interact with their monster through our window panel screens.
- The development Monster Hunter City Speed Run exterior is made of completely recycled materials. The reflective facade also doubles as a solar panel, powering the Monster Hunter HQ system a first for the industry.

For more details on the upcoming attraction visit MRNews.com and MonsterRanchBlog.com

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Media Contacts:

Monster Ranch Them Park Public Relations
123-456-7890
MRNews.com
MonsterRanchBlog.com
[Twitter.com/MonsterRanch](https://twitter.com/MonsterRanch)
[YouTube.com/MonsterRanch](https://www.youtube.com/MonsterRanch)



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