

# Dorian Ashford

Los Angeles, CA • [dorianlexashford@gmail.com](mailto:dorianlexashford@gmail.com) • [linkedin.com/in/dorianashford](https://www.linkedin.com/in/dorianashford)

A results-driven social media strategist with over eight years of experience in the entertainment industry, specializing in content creation, audience engagement, and multi-platform campaigns. Proven track record of driving impact for brands and hit shows like *Traitors*, *Love Island USA*, *Sweet Life: Los Angeles*, *Vida*, and *Power*, as well as Google Pixel, Candy Crush, Dolby, and Lyft. Expertise in creative production, influencer partnerships, and trend-driven marketing to create campaigns that resonate with diverse audiences and extend beyond the digital space.

---

## EXPERIENCE

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

- Lead monthly social production workstreams and projects for the internal creative team while managing agency partnerships
- Oversee and execute the full creative process, from brief intake and brainstorming to content creation and final delivery
- Ideate, write, and produce creative content across all social platforms
- Produce shoots both in the field and on set, collaborating closely with production teams and talent
- Mentor and guide junior team members, fostering their growth and development

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

- Managed and lead large-scale projects, while maintaining client relationships, 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