



Adriana Vargas

CREATIVE | STRATEGIC | VERSATILE | RESULTS-DRIVEN

OBJECTIVE:

Creative and results-driven content strategist with over a decade of experience leading cross-platform campaigns, managing creative teams, and driving brand engagement. Seeking a dynamic role in a forward-thinking company where storytelling, digital innovation, and cultural relevance are at the forefront.

Creative Content Strategist / Digital Producer


Colors – Orange County, CA | 2021-2025

- Led end-to-end content production across Instagram, TikTok, YouTube, Facebook, and email channels to support long-term brand vision and short-term campaign goals.
- Worked cross-functionally with creative, marketing, and operations teams to ensure storytelling aligned with brand identity and customer journey touchpoints.
- Developed and executed engaging digital campaigns and brand moments that enhanced community engagement, increased retention, and supported acquisition.
- Directed and produced visually compelling photo and video content for both promotional and experiential use.
- Regularly analyzed engagement data to refine strategies, identify growth opportunities, and ensure KPI alignment.
- Maintained editorial calendars and streamlined project timelines, ensuring all creative output was delivered on time and to spec.
- Collaborated closely with senior creative leadership to ideate around trends and ensure brand remained culturally relevant and forward-thinking.
- Managed creative workflows, supported junior team members, and oversaw internal communications to maintain clarity across departments.
- Fostered community relationships through social engagement, UGC curation, and live event coverage.

Key Strengths

- Creative Direction & Brand Storytelling
- Multi-Platform Content Strategy (IG, TikTok, YT, Email)
- Campaign Planning & Execution
- Cross-Functional Team Collaboration
- Project Management & Deadline Adherence
- Photo + Video Production Oversight
- Audience Engagement & Community Building
- Trend Forecasting & Cultural Relevance
- Performance Analysis & Optimization (KPIs, Engagement Metrics)
- Copywriting & Messaging Consistency
- Event Coverage & Real-Time Content Creation
- Creative Team Leadership & Mentorship



 adriemarievargas@gmail.com

PREVIOUS COLLABORATIONS



Adriana Vargas

EXPERIENCE:

Colors: Brand Marketing
Brand Director

Bartenders AlCien/ Lucky Entertainment
Bartender / Promo Model

Looptify: High-Profile Marketplace
Program Manager

Ice Spice feat. Nicki Minaj: Princess Diana - Blanksquare Productions
Directors Assistant

BET Hip Hop Awards - Paramount Pictures
Brand + Linear Social Media Producer

Saweetie feat. H.E.R. : Closer - Warner Records
Personal Assistant

ScanACart - Innovate Consulting
Creative Director / Social Media Strategist / Product Development

The Masker Singer: S3 - FOX
Field Producer

Natanael Cano: Amor Tumbado - Rancho Humilde
Producer

Family or Fiancé S2 - OWN
Field Story Associate Producer

The Real: Seasons 1-5 - Warner Bros.
Human Interest Associate Producer

Meet The Peete's: Season 2 - Hallmark Channel
Field Story Associate Producer

The Preachers: Pilot - FOX
Human Interest Associate Producer

REFERENCES UPON REQUEST