



TLF Scholarship Alumna Lesly Rodriguez Joins UPS



Lesly Rodriguez

The LAGRANT Foundation (TLF) scholarship alumna **Lesly Rodriguez** recently joined **UPS** as Manager of Editorial & Communications Strategy. In this role, she spearheads integrated communications execution and ensures seamless storytelling across UPS's earned and owned channels, driving brand relevance. She acquired this position thanks to TLF's talent acquisition resources!

Lesly served as a Marketing Producer at General Assembly, a pioneer in education and career transformation, and led Atlanta's marketing plan from end to end through high-impact events and partnerships, allowing GA to continue to grow, scale, and change lives. As a proud born and raised Latina and immigrant, Lesly also led General Assembly's Latinx ERG efforts.

Previously, she served as an Associate at Weber Shandwick, working with Corporate and Consumer clients on accounts such as McDonald's, Mattel, The Coca-Cola Company, Chevrolet, Metro Atlanta Chamber, and more. As a passionate diversity enthusiast, Lesly also led DEI efforts for Weber Shandwick's Atlanta office.

Prior to joining Weber Shandwick, she worked in the public relations department for AmericasMart Atlanta, the nation's only global wholesale marketplace.

Her professional experience includes event planning and execution, strategy, content creation, media relations, developing storytelling opportunities with a multicultural focus, strategic influencer programs, research, tracking, and more.

A 2018 TLF undergraduate scholarship recipient, Lesly holds a Bachelor of Arts in Journalism from Georgia State University with a concentration in Public

Relations and a minor in Studio Art. Congratulations on your new role, Lesly!

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