

# Emily Rivas

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## PROFESSIONAL SUMMARY

Proactive marketing student with a background in film studies, deeply passionate about making an impact. Experienced in digital marketing strategies, strategic thinking, and skilled in managing multiple time-sensitive projects. Eager to apply analytical capabilities and creativity to deliver impactful solutions.

## EDUCATION

The University of Texas at San Antonio

**Bachelor of Business Administration in Marketing, Minor in Film Studies**

Graduation Date: Dec. 2024

### Relevant Coursework

- Marketing Research & Personal Selling
- Social Media Marketing
- Digital Marketing Analytics
- Business Info Systems Fluency
- Intro-Program & Data Mgmt. in R
- Digital Video Production I & II

## EXPERIENCE

**Marketing Director, Association of Latino Professionals at UTSA / San Antonio, TX**

Sep. 2023 - Present

- Directed and executed marketing campaigns to drive engagement and enhance organization awareness, overseeing social media content creation, graphic design, and event promotion
- Self-started the development of a user-friendly website using Wix, significantly improving the organization's presence and member accessibility.
- Curated compelling content across channels, resulting in a 50% increase in organization exposure and doubled engagement within two months.
- Delivered comprehensive presentations during weekly officer meetings, effectively outlining strategic marketing initiatives and project timelines.

**Student Assistant, UTSA Alvarez College of Business / San Antonio, TX**

Feb. 2022 - Present

- Collaborated with the experiential learning team and developed creative marketing content for study abroad programs, resulting in increased program visibility.
- Demonstrated proficiency in utilizing Canva and other digital tools to create compelling visuals for social media and online marketing campaigns for university events.
- Assisted with daily projects, encompassing inventory data entry, creation of marketing materials, bulletin board designs, and event promotion through Handshake & Rowdylink.
- Conducted in-depth analysis of event data, generating actionable reports that informed strategic marketing decisions.

**Marketing Intern, Intelogix / Remote**

Jan. 2024 - Apr. 2024

- Conducted lead research using LinkedIn Navigator and organized findings in Excel, facilitating the identification of potential clients for business development efforts.
- Worked independently with the Philippines team on the company van project and developed a high-quality design, significantly enhancing brand visibility and communication.
- Provided diverse design options for the "Take Flight" award graphic and executed a final design using Adobe Illustrator.
- Contributed to the rebranding initiative by redesigning PowerPoint templates and marketing material for presentations, enhancing visual identity.

**Teacher Assistant, Fasken Elementary / Laredo, TX**

June 2020 - July 2020

- Elevated office productivity by adeptly managing phone calls and file organization.
- Exhibited flexibility and adaptability by assisting approximately 10 teachers in executing their daily classroom activities.

**Crew Member, McDonald's / Laredo, TX**

June 2023 - Aug. 2023

- Demonstrated strong multitasking abilities by efficiently managing various responsibilities.
- Consistently met or exceeded performance targets and service standards, showcasing dedication to delivering excellence in all tasks in fast-paced environments.

**ADDITIONAL PROJECTS**

**Advertisement Design**

- Developed compelling social media advertisements for LUEMSA and BeHealthy BeFit, resulting in increased brand visibility and customer engagement.

**Student Film Production**

- Directed and produced professional student films, managing all aspects of film production. Including casting, location scouting, and post-production, resulting in the creation of compelling visual narratives.

**Stukent Digital Marketing Simternship**

Sep. 2023 - May 2023

- Analyzed data to optimize performance across multiple social media channels.
- Monitored and analyzed social media marketing campaigns, optimizing performance across various channels.
- Performed demographic targeting to increase engagement and drive conversions.

**Stukent Digital Marketing Analytics Simternship**

Jan. 2024 - Mar. 2024

- Evaluated campaign ROIs, skillfully adjusting ad spending to maximize profitability and return on investment.
- Implemented A/B testing methodologies to refine and optimize web page performance, resulting in increased user engagement and conversion rates.
- Leveraged data-driven optimization strategies to enhance key website metrics such as clicks, conversions, and order sizes.

**CERTIFICATIONS**

- **HubSpot** - Social Media Marketing Oct. 2023
- **HubSpot** - Inbound Marketing Dec. 2023
- **Adobe** - Photoshop, Illustrator

**SKILLS**

- **Graphic Design** - Adobe Illustrator, Photoshop, and Canva.
- **Social Media** - Proficient in Instagram, Facebook, Twitter, Pinterest, YouTube.
- **Analytical** - Strong analytical skills, with experience in monitoring and optimizing marketing campaigns.
- **Languages** - Proficient in English and Spanish.
- **Project Management** - Time management, problem solving, working independently, analytical skills, communication skills.

**AWARDS/RECOGNITIONS/VOLUNTEER WORK**

- Dean's list, UTSA
- Laredo Film Society
- ALPFA UTSA
- Musicians of Business