

Camila Rivero

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Education

University of Wisconsin - Madison | Madison, WI

Bachelor of Arts in Journalism and Mass Communications - Strategic communications
Certificates in Digital Studies and Digital Media Analytics

Graduation: *May 2024*

GPA: 3.78/4.00

Communications and Social Media Experience

Strategy Intern, The Evoke Agency

Jan. 2024 - Present

Madison, WI

- Spearheaded social media management for client accounts overseeing content creation, scheduling, and engagement strategies to drive organic growth and increase brand visibility.
- Conduct in-depth market research to identify emerging trends and capitalize on relevant moments, contributing to the development of innovative and impactful content strategies that resonate with the target audiences and drive measurable results for clients.

Communications Intern, Center for DREAMers

May 2022 - Oct. 2023

Madison, WI

- Conduct research to produce up-to-date, relevant information to provide resources, briefs, and guides.
- Execute creative and informational social media posts targeted toward undocumented individuals.
- Interpret and disseminate complex legal information for the targeted audience and population at large.
- Design user-friendly digital visuals related to educational, social, legal, and career-oriented services.

Administrative Assistant, Center for Healthy Minds

Sept. 2021 - Sept. 2022

Madison, WI

- Developed and executed social media posts to showcase the company's Facebook, Instagram, Twitter, and LinkedIn.
- Handled management of communication by taking and making telephone calls, reviewing and prioritizing mail, and composing and typing correspondence.
- Coordinated research materials by managing physical/digital files, monitoring spreadsheets, and updating reports.

Seasonal Sales Associate, Madewell

May 2021- Jan. 2022

Boulder, CO

- Increased sales by creating a personalized experience and merchandising products.
- Maintained knowledge of current promotions, exchange/return guidelines, payment policies, and security practices.
- Adapted to changing priorities and unexpected situations.
- Acquired consistent and professional communication while working as a team.

Student Involvement

Active Member, Public Relations Student Society of America

Sept. 2021 - Present

UW-Madison | Madison, WI

- Obtained knowledge and advice on careers in public relations and the strategic communication industry through guest speakers and networking.
- Attended biweekly meetings, socials, and professional development events.

Social Media and Digital Fundraising, BuckyPR

Sept. 2021 - Present

UW-Madison | Madison, WI

- Aided in steering digital presence with a local client through executing a comprehensive social media audit and strategy implementation, adept social media post creation, and contributing to fundraising goals through innovative digital strategies

Staff Writer, Her Campus Wisconsin

Feb. 2021 - Present

UW Madison | Madison, WI

- Plan, pitch, and execute biweekly articles for the online magazine.
- Gained knowledge of magazine article formatting and writing.
- Participated in biweekly meetings, team-building socials, and philanthropic events.

Skills and Achievements

- Bilingual/Bicultural: English (Native) and Spanish (Native)
- College of Letters and Sciences Dean's List Spring '21, Fall '21, Spring '22, Fall '22, Fall '23
- Technical skills: Adobe Creative Cloud Application, Canva, Mailchimp, Google Workspace, Microsoft Office
- Efficient with time management and extremely detail-oriented and organized
- Strong communication and written skills