

Valentina Rivera

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EXECUTIVE SUMMARY

Bilingual student double majoring in advertising, public relations, and marketing at the University of Central Florida with 3+ years of experience in photography/videography, content creation, and social media management. Skilled in managing project timelines, analyzing campaign metrics, working on high-profile creative projects, and conducting market research.

EDUCATION

University of Central Florida, Orlando, FL

December 2025

Bachelor of Science in Business Administration, Marketing

Bachelor of Arts in Advertising and Public Relations

PROFESSIONAL EXPERIENCE

Videographer/Photographer/Editor

June 2020 – Present

Freelance

- Produce content for promotional photo shoots, candid events, commercials, and documentaries/independent film projects
- Discuss requirements with clients and network with other professionals
- Operate Sony, Nikon, and Canon camera equipment, film, lenses, filters, and lighting
- Oversee all aspects of post-production, including editing pictures and using software to manipulate the final project timeline

Universal Orlando Resort

January 2025 – Present

Owned Social Media Intern – Universal Epic Universe

- Create and manage engaging social content for Universal Epic Universe including graphics, images, and videos
- Capture and edit high-quality photography and videography with a social-first approach to enhance storytelling
- Write compelling captions and engage with the online community through prompt responses to comments and messages
- Collaborate with internal teams for brand consistency, trend monitoring, and content scheduling through Sprinklr and Airtable

Social Media Manager/Content Creator/Web designer

September 2024 – Present

Freelance

- Collaborate with clients to understand their brand identity, target audience, and marketing goals
- Track performance using analytics tools, generate detailed reports and provide insights for optimization
- Strategize, create, and manage engaging content for Instagram and TikTok, ensuring brand consistency and audience growth
- Build and customize WordPress websites with responsive design and SEO optimization

HU The Zine (Art collective/Publication)

March 2024 – November 2024

Social Media Content Planner & Copywriter

- Plan, schedule, and create compelling content and captions for Instagram using Buffer to maximize engagement/conversions
- Work closely through Slack and Zoom with editorial and design teams to ensure seamless campaign executions across platforms
- Source and request content from relevant artists to feature on the account to amplify reach and impact
- Analyze performance metrics to identify opportunities for campaign improvement

Visit Orlando

August 2023 – April 2024

Social Media & Content Intern

- Created content for member locations on platforms like Twitter, Instagram, TikTok, YouTube, and Threads for global audiences
- Planned and scheduled weekly content on Sprout Social, integrating and optimizing organic and paid media strategies
- Contributed to team meetings, discussing KPIs and special content initiatives for data-driven decisions
- Sourced UGC via Crowd Riff, researched brand-aligned creators, and monitored trends for content relevance

Zupp – College Experience App

August 2022 – November 2022

Content Creator Intern

- Produced and published bi-weekly content for Zupp Partner locations, increasing referrals by 15% in 3 months
- Planned weekly content in advance, and managed Instagram and TikTok accounts, increasing content output by 20% weekly
- Attended monthly empathy meetings with Zupp HQ to align content creation with company values
- Conducted regular competitor analysis to identify trends and optimize content strategies for better performance

LEADERSHIP & PROFESSIONAL DEVELOPMENT

Association of Latino Professionals For America (ALPFA) at UCF**August 2024 – Present****Member**

- Attend weekly chapter meetings with Fortune 500 companies to network and expand industry knowledge
- Participate in a mentorship program with a chapter leader to advance professional growth objectives
- Engage with 2 student organizations to promote partnerships in professional development activities
- Collaborate with 15+ people to raise \$2K+ to fund chapter scholarships & convention sponsorship

American Marketing Association (AMA) at UCF**August 2024 –Present*****Executive Board Member - Marketing & Videography Committee***

- Record/edit, video and photo content using Lightroom, Premiere Pro, and Canva to schedule LinkedIn/Instagram posts on Publer
- Analyze and visualize data pulled from social media engagement to plan for future posts and track project timelines using Trello
- Attend weekly meetings hosted by multiple sponsors to learn about different industries and explore career paths
- Participate in competitions to create new products and develop marketing strategies that address the 4 P's of the marketing mix

ADDITIONAL INFORMATION

Skills: Microsoft Office, Final Cut Pro, Photoshop, Lightroom, Premiere Pro/Rush, Canva, Hootsuite, Crowd Riff, Sprout Social, Buffer, Publer, Trello, Sprinklr, Airtable, Workfront, SEO certified