

Valentina Rivera

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EXECUTIVE SUMMARY

Bilingual marketing professional with over 3 years of experience in social media strategy, content creation, and brand storytelling. Known for developing engaging campaigns that connect with audiences and drive results. Experienced working across the agency, tourism, and entertainment industries with brands like *Universal Destinations & Experiences* and *Visit Orlando*. Graduated from the University of Central Florida with a double major in Marketing and Advertising/Public Relations. Passionate about combining strategy, creativity, and analytics to bring brands to life across digital platforms.

PROFESSIONAL EXPERIENCE

Universal Destinations & Experiences – Orlando, FL **January 2025 – Present**

Social Media Coordinator – Universal Epic Universe

- Produce and publish engaging, brand-aligned content across social platforms to enhance guest engagement and reach
- Support influencer communications for the opening of Universal Epic Universe while providing reports on campaign results
- Collaborate with internal creative, PR, compliance (IP/Legal), and other teams for cohesive messaging and campaign integration
- Manage social media workflows in Adobe Workfront, submitting for approvals and timelines to deliver high-quality content
- Analyze performance metrics and leverage social listening insights to refine content strategy and strengthen engagement

Freelance Videographer/Photographer/Editor – Orlando, FL **June 2020 – Present**

- Produce content for promotional photo shoots, events, commercials, sports games, 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

HU the zine (Art collective/Publication) – Remote **March 2024 – November 2024**

Social Media Content Planner & Copywriter

- Plan, schedule, and create compelling content and captions for Instagram using Buffer to maximize engagement
- 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 – Orlando, FL **August 2023 – April 2024**

Social Media & Content Intern

- Created content for restaurants, theme parks, and local businesses, across platforms like IG, FB, X, and YT 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 – Orlando, FL **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

Disney's Hollywood Studios, Rock 'n' Roller Coaster – Orlando, FL **April 2022 – August 2022**

Attractions Cast Member - Disney College Program

- Proactively engaged with guests by addressing needs, answering questions, giving directions and other information needed
- Created magical memories while ensuring the safety of ride operation, and enforcing policies
- Demonstrated exceptional communication and problem-solving skills to enhance guests' experiences
- Collaborated with a diverse team of Cast Members to deliver seamless attraction flow and uphold the brands service standards

EDUCATION

University of Central Florida, Orlando, FL **December 2025**

Bachelor of Science in Business Administration, Marketing

Bachelor of Arts in Advertising and Public Relations

LEADERSHIP & PROFESSIONAL DEVELOPMENT

American Marketing Association (AMA) at UCF

May 2025 – December 2025

Executive Vice President (Executive Board Member since August 2024)

- Direct cross-functional initiatives across an executive board of 50+ members and a general body of 300+, aligning marketing, events, finance, and membership goals
- Lead planning and execution of professional development workshops, and regional conferences, to increase member engagement
- Strengthen partnerships with industry professionals and campus organizations to expand opportunities for members
- Mentor and delegate tasks to committee leaders, developing their project management and leadership skills

Association of Latino Professionals For America (ALPFA) at UCF

August 2024 – December 2025

- 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

ADDITIONAL INFORMATION

Skills: Microsoft Office, Hootsuite, Final Cut Pro, Photoshop, Premiere Pro, Canva, Crowd Riff, Sprout Social, Buffer, Publer, Sprinklr, Airtable, Workfront, Frame.io