

CHRISTINA RIVIERE

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COMMUNICATIONS/MARKETING SPECIALIST Digital Outreach | Content Development | Content Management

Accomplished Communications professional with strong background in social and digital media management, content development, and optimization. Ability to design and develop effective digital communications initiatives across marketing channels. Possess strong written communications, proofreading and editing skills. Knowledge of SEO and working with a CMS. Energetic self-starter and customer-driven to maintain and strengthen business relationships. Ability to provide content to all departments and collaborate with senior-level managers to achieve business goals and objectives. Extremely well organized and detail-oriented. Highly proficient with MS Office Suite and design applications. *Core competencies include:*

- Developing Digital Marketing Strategies
- Managing & Optimizing Marketing Channels
- Content Development
- Excellent Communications & Interpersonal Skills
- Detailed Knowledge of all Social Media Platforms
- Adobe Photoshop, InDesign & Acrobat
- WordPress & Blogging
- Email Blast Content & Distribution

COMMUNICATIONS/MARKETING EXPERIENCE

Baton Rouge Shrimp Company Inc., Baton Rouge, LA

Marketing Executive Assistant, The American Shrimp Company

February 2017 - September 2017

- Managed and planned all social media marketing posts on Facebook, Twitter, Instagram, LinkedIn, and Google+ for The American Shrimp Company through CoSchedule for WordPress.
- Developed a downloadable asset that generated approximately 8000 email addresses for email marketing purposes.
- Updated existing website content and performed copywriting duties for company's seafood news blog.
- Created and maintained relationships with both nationally and internationally recognized food bloggers, journalists, and television personalities for marketing objectives.
- Received, processed and prepared each online order for shipment, which included coordinating with plant management and organizing FedEx receiving. Established follow-up processes for existing customers.
- Responded to all inquiries via email, phone and mail on behalf of sales, marketing, and upper-management staff, which consisted of scheduling meetings with potential partners and regional seafood organizations.

dezinsINTERACTIVE, Baton Rouge, LA

August 2013 - February 2016

Social and Digital Media Manager

- Wrote and developed website content for multiple clients, including the editing and updating of web pages on a regular basis to keep content fresh and relevant.
- Responsible for creating and posting digital content on social media channels, including Facebook, Twitter and LinkedIn.
- Produced and distributed email marketing blasts for clients in various industries, from jewelry to a local restaurant franchise. Managed distribution, list creation and technical execution.
- Prepared content and managed internal Facebook, Twitter, Instagram and LinkedIn pages. Created internal process documents and direct mail letters.
- Administered internal digital media through email marketing and website blog using WordPress.

LAKESHORE CHINOOKS BASEBALL, Mequon, WI

May 2014 - August 2014

Media Relations Intern

- Wrote and posted game recaps to team website for all 76 Chinooks' collegiate summer baseball league games throughout the 2014 season.
- Conducted more than 50 interviews for player and coach profiles and game stories.
- Generated social media posts on Facebook, Twitter and Instagram, before, during and after all games.
- Edited photos for multiple purposes, such as the website and game day programs.
- Increased Facebook likes by approximately 500 people over the course of internship.

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OTHER EXPERIENCE

BRAND JUNKIE, New Orleans, LA

June 2016 – July 2016

Account Coordinator

- Responsible for managing and coordinating sales orders and shipping details for two of the company's largest accounts.
- Worked in a customer service role and designed embroidery packets for logos and other text.
- Assisted in product development and inventory management.
- Provided client services, served in-store customers and handled administrative functions.

BETH CLAYBOURN INTERIORS, Baton Rouge, LA

January 2016 – April 2016

Inventory Assistant

- Performed data entry and inventory management using the company's Eclicktic Inventory System.
- Organized, merged and modified merchandise descriptions and items into correct departments and categories.
- Utilized professional photography background to photograph store inventory and upload to database.
- Provided front desk administration, greeted customers and handled all general administrative functions.

EDUCATION, HONORS & AWARDS

B.A. Mass Communications, Concentration: Public Relations

Minor: Business Administration and Sports Studies

Louisiana State University

Manship School of Mass Communication, GPA: 3.40 in major

Baton Rouge, LA, *May 2015*

Technical Skills

Social Media Management: Facebook, Twitter, Instagram, LinkedIn, and Google+
Adobe Photoshop, InDesign and Acrobat, Microsoft Office, WordPress, Umbraco, Constant Contact,
AP Style, Mail Chimp, Journalism, Editing, Public Relations, Blogging, Photography, Hootsuite, CoSchedule,
Event Planning & Design, Customer Service, Order Processing, Inventory Management, Interviewing, Press Releases

Honors & Awards

TOPS Performance Award Recipient, *August 2011 - May 2015*

Public Relations Student Society of America (Accredited member), *December 2011 - May 2015*

PRSSA at LSU PRSSA Proud Award, *Spring 2013*

PRSSA at LSU Pro Member Award, *Fall 2013, Spring 2014*

LSU Dean's List, *Fall 2013*