

# CHRISTINA GUERRERO RIVERA

Digital Strategist & Visual Designer

## EDUCATION

B.A. DEGREE

### Graphic Design and Communications

Augustana College  
Graduated in 2017

#### Related Coursework:

Introduction to Computer Science, Explorations in Computing, Web Design, Web Programming, Health Communication Campaign.

## SKILLS

### Personal Skills

Grit, Creativity, Critical thinking, Entrepreneurial spirit, Problem-solving, Collaboration, Client- Oriented, Prioritize, and Resourceful.

### Technical Skills

Adobe Suite- Photoshop, Illustrator, Indesign, Spark, Muse, Dreamweaver, and Premiere; Microsoft Office, G-Suite, Wix, Shopify, Wordpress, Javascript, PHP, HTML, and CSS.

## EXPERIENCE

SEP 2018 - PRESENT | OVERA

### Digital Strategist

Overa is a digital solution studio with a specialty in digital strategy and branding. I offer digital marketing services, digital strategy sessions, and educational resources. I help my clients with their customer-focused efforts through Brand Development, Social Media Marketing, Marketing Automation, and Website design. I integrate the needs of my clients with the possibilities of technology.

#### Envision.Design.Build

Current Clients:

PortionPac Corporation | Chicago, IL

Services: Content Creation, Graphic Design

Lankey | Rabat, Morocco

Services: Social Media Management, Web design

Addicest | Marrakech, Morocco

Services: Social Media Marketing, Web design, Google Ads

Escape the Room | Rabat, Morocco

Services: Social Media Management

## EXPERIENCE CONTINUED

JUN 2017 - SEP 2018 | PORTIONPAC | CHICAGO, IL

### Creative Assistant and Graphic Designer

Design new marketing visuals, capture product shots, developed and implemented new digital software for in-house management, content development for online portal. Accountable for task completion while working independently.

JUN 2016 - SEP 2016 | PUTNUM | DAVENPORT, IOWA

### Marketing and Graphic Designer

Designed print materials to promote special events at the Museum and for IMAX Theater; Originated T-shirt design for summer camp program at the Museum; Explained and instructed new outsourced designer on Putnam Museum guidelines; Updated the Putnam Museums website and social media outlets.

DEC 2015 - MAR 2016 | THINKUN | SYDNEY, AUSTRALIA

### Web Designer

Created mockups for clients websites to increase exposure, one was chosen to go live; Optimized images provided by clients for quicker downloads on deadline; Updated current client websites utilizing WordPress; Job Shadowed senior designer during client meetings observing client interaction

NOV 2015 - MAY 2017 | AUGUSTANA COLLEGE | ROCK ISLAND, IL

### Videographer and Photographer

Captured excellent images in a variety of settings with a variation of media, along with behind the scenes content, video and stills for promotional materials. Conducted video and photo shoots of student athletes for social media. Understood strategy and art direction of the shoot with a clear vision on how to execute - developed a shot list to keep track of what was captured and what was still needed. Edited photos and videos after shoots.

OCT 2013-NOV 2014 | CHATEAU OF ART | DAVENPORT, IOWA

### Graphic Designer

Designed and analyzed email marketing campaigns. Developed new printed materials including brochures and flyers. Evolved company digital marketing efforts including- landing pages, eBay account, and e-comm website. Managed social media platforms.

## PARTNERSHIPS

Spotify partner, Wix partner, Google Ads certified, Facebook Blueprint Certified