

CHRISTINA GUERRERO RIVERA

Digital Strategist & Visual Designer

PROFESSIONAL REFERENCES

Caryn Stets

Chief Strategy Officer

cstets@portionpaccorp.com

"In Christina's short time with PortionPac, she accomplished an incredible volume of work and was always game to meet new challenges. Christina is a creative and accomplished graphic designer whose natural desire to learn means that she will make sure she understands the context and direction of a project before beginning her work. She knows what she creates has to connect with the audience and fit in with the bigger picture strategy. Her approach also means that she quickly becomes a collaborator who thinks beyond what she is being asked to do, always thinking of new and interesting ways to communicate.

Christina also has a strong analytical side which means she enjoys working with detailed and technical projects. She has incredible focus and an ability to quickly learn new technologies. One example is her work with a mapping program called Maptive. Our initial goal was to transfer customer data from our customer database into a mapping program that would allow us to create and recreate territories and develop more efficient routing. For the project to be successful over time, Maptive and our customer database would have to be able to share data back and forth. Christina learned as much as she could about our customer database, taught herself the Maptive system and then about API to become an essential part of the team who successfully completed the project."

Ziyad El Mouniri

Addicest Founder and CEO

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"With the help of Christina and her team- we were able to digitally transform my business. She introduced a system that streamlines our work process and allows our staff to focus on developing long-lasting personal connections with our students. She developed an online portal for our staff and students to use that helps everyone keep track of college applications. We can't wait to continue to develop more tools to help our students succeed."

Myriam El Mouniri

Lankey CEO

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" I have been absolutely thrilled working with Christina and Overa. I came to her with a vague idea for a new business model I wanted to create and she came up with several ideas on how to not only improve those ideas, but also how to bring them to life through different marketing tools. Most noteworthy, she came up with an impressive marketing strategy for my brand development and gave me insight to different avenues/applications I hadn't even thought of for my brand. These ideas she presented to me always had great factual evidence to back them up and have proven to be sustainable. As a creative, I appreciate working with likeminded creatives that you can bounce ideas off of and always receive honest feedback from, Christina consistently delivered that. I look forward to continuing to work with Christina and all that her brilliant mind has to offer. "