

VICTORIA RIVERO

GRAPHIC/DIGITAL DESIGN &
CREATIVE STRATEGY

CONTACT

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EXPERIENCE

GRAPHIC DESIGNER

ECOfashionCorp — New York, NY — *January 2023 to present*

- Design all digital and creative assets for paid media, website, social media, video, brand decks, email newsletter marketing, SMS, internal and external branding documents, brand collaborations, print, and events.
- Assist in production including planning and styling for photoshoots and video campaigns.
- Work with E-Commerce Manager to maintain and manage all brand's websites on Shopify, Wix, and Wordpress.
- Liaise with outside agencies including influencer marketing and PR.
- Collaborate with VP of Marketing in content creation for Instagram including stories, grid, feed posts, and reels.
- Manage brand engagement on all social platforms.

FREELANCE GRAPHIC DESIGNER

Black Beauty Roster — New York, NY — *September 2023 to present*

- Created all print assets and signage for Feb New York Fashion Week 2024, content creation for @BlackBeautyRoster Instagram (161K Impressions), and created web landing page for event recap.
- Assisted in New York Fashion Week 2023 ideating content creation (120K Impressions).

FREELANCE GRAPHIC DESIGNER

KONCTD PR Agency — Los Angeles, CA — *September 2023 to present*

- Communicate with clients for press updates. Pitch clients to press outlets.
- Create branding materials, lay out mood boards, redesign and manage websites on Shopify.
- Assisted in South Asian New York Fashion Week 2023 managing press at event and content creation for client Raas The Global Naari.
- Assist managing and delegating projects for Assistant Publicist.

FREELANCE GRAPHIC DESIGNER

Rita Hazan — New York, NY — *March 2023 to December 2023*

- Collaborate with Product Operations Manager to create print promotional marketing materials.
- Create updated packaging design while maintaining brand integrity.

SALES ASSOCIATE

Victoria's Secret — East Rutherford, NJ — *June 2021 to January 2023*

- Drove sales and growth by personally selling and proactively engaging with customers.
- Followed direction of visual merchandising team to organize floor sets.

GRAPHIC DESIGN INTERN

Elite (Elite World Group Division) — New York, NY — *February 2022 to May 2022*

- Designed marketing materials for social and digital platforms.
- Collaborated with Creative Director to brainstorm campaign concepts, create model and talent rosters, and retouch images for clients such as Samsung and Free People.
- Developed client facing pitch decks and storyboards.
- Rebranded on team with Creative Director and Global Director of Marketing.

SKILLS

Adobe Creative Suite, Figma, Procreate, Miro, Klaviyo, Attentive, Instagram, TikTok, Facebook, Microsoft Office, Google Programs

EDUCATION

SETON HALL UNIVERSITY — South Orange, NJ — *May 2023*

B.A. Art, Design and Interactive Multimedia, Magna Cum Laude

Concentration: Graphic Design and Advertising — Minors: Web Design, Fine and Digital Arts

RECOGNITION

Makeshift, Seton Hall Art & Design Exhibition — *Spring 2023*

- Designed logo and exhibition branding identity.

Graphic Design USA, American Graphic Design Award — *2022*

- Melody Augmented Reality App Project

Collide, Seton Hall Art & Design Exhibition — *Spring 2022*

- Interactive and Experimental Design Honoree

LANGUAGES

English, Spanish