

# AMY RIVERA

riveraa4497@gmail.com | (845) 803-6384 | Patterson, NY

**Online Portfolio:** [ariv97.wixsite.com/amyrivera](http://ariv97.wixsite.com/amyrivera) **LinkedIn:** [www.linkedin.com/in/ariv97/](http://www.linkedin.com/in/ariv97/)

---

## SKILLS

Proficient in Microsoft Office  
Illustrator, Canva and Photoshop  
CRM Database

Bilingual (Spanish)  
Strong Communicator and Writer  
Event Organizing

Hootsuite, Mailchimp  
Cision, Muck Rack  
Wix

---

## EXPERIENCE

**Women's Empowerment Institute (WEI),** Westchester County, NY

*Feb. 2021 - Present*

*Communications and Public Relations Manager*

- Own social media presence and content creation across Instagram, Facebook, LinkedIn, and Twitter to increase mission awareness, participation in workshops and training programs, and engagement with sponsors and donors.
- Design and execute communications strategy for WEI's first virtual conference across a network of 10,000 individuals using email marketing, social media and press releases.
- Utilize graphic design programs such as Canva and Adobe Illustrator to create content for WEI's website, social media and email marketing campaigns.

**District Office of Assemblymember Chris Burdick AD 93,** Mount Kisco, NY

*Jan. 2021 - Present*

*Bilingual Community Liaison*

- Manage constituent cases by addressing constituent inquiries, complaints and issues, and organizing casework into a CRM database.
- Communicate with various NYS government entities to resolve constituent issues related to unemployment, housing, social service benefits, etc.

**Ruder Finn Inc.,** New York, NY

*Sept. 2019 - Dec. 2019*

*Executive Trainee*

- Created social media content for multiple accounts, including a venture capitalist firm and trade agency.
- Communications liaison between clients and internal teams, which included updating teams on press coverage, scheduling meetings and sending meeting agendas and recaps.
- Monitored national and international client press coverage to advise clients on appropriate media strategy, especially for crisis management.
- Delivered monthly activity reports on social media engagement, press coverage and organized events.

**PRLab,** Boston, MA

*Sept. 2018 - May. 2019*

*Account Executive and Account Supervisor*

- Supported student-led public relations agency with weekly social media content, monthly blog posts and client case studies.
- Planned a successful event for the Boston University Police Department (BUPD) where 50 percent of the face-to-face interactions resulted in a 25 percent increase in followers across social media platforms.
- Created social media content to raise awareness of Tailored for Success's nonprofit mission and services, which led to a 50 percent increase in social media engagement.
- Reviewed the content creation of promotional materials, including a video, brochures, and flyers for a non-profit called Tailored for Success.

## EDUCATION

**Boston University College of Communication,** Boston, MA

*June 2019*

*Bachelor of Science in Communication*

Concentration in Public Relations

Minor in Women's Studies