

NOLA RIVAS

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PROFILE

Marketing and PR graduate student with two years of agency-adjacent experience driving internal communications and data-informed program and content improvements. Skilled in turning analytics into clear strategy, producing on-brand digital content, and collaborating across teams to deliver results.

EXPERIENCE

Marketing Assistant Jun 2026 – Present
Study Smart Tutors Pasadena, CA

- Created and redesigned digital learning materials and deck templates for company rebrand
- Developed training videos and collaborated with cross-functional teams to redesign and optimize the company website, increasing usability and visual consistency

Research Assistant & Content Creator Oct 2025 – May 2026
USC PRISM Program Los Angeles, CA

- Researched emerging marketing and public relations trends to improve strategic recommendations
- Translated industry data and competitor analysis into clear, actionable insights
- Designed digital content, promotional graphics, and social media assets, ensuring consistency with brand voice and program goals

Marketing Assistant Jun 2023 – Jul 2025
Corvia Austin, TX

- Spearheaded outreach initiatives expanding business operations
- Partnered with leadership to develop educational resources and internal team materials
- Analyzed program-outcome data to identify performance gaps and recommend improvements

EDUCATION

University of Southern California Expected Dec 2026
Master of Arts, Public Relations and Advertising

University of California, Santa Barbara Mar 2025
Bachelor of Arts, Sociology

Dean's Honors: Fall 2023, Winter 2024, Spring 2024, Fall 2024, Winter 2025

SKILLS

Analytics & Research: Excel, Google Sheets, Mention, Instagram Insights, TikTok Analytics, Orange Data Mining

Design & Editing: WordPress, Canva, Adobe Photoshop, After Effects, CapCut, iMovie, Picsart

Digital Marketing: Shopify, Google Ads, Meta (Facebook/Instagram) Ads, Pinterest Ads

Core Strengths: Strategic planning, project management, cross-functional collaboration, data analysis, storytelling