

NOLA RIVAS

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PROFILE

Marketing and PR graduate student with experience in digital marketing and social media management.

EXPERIENCE

Social Media Manager

Anica Collective

Aug 2026 – Present

Los Angeles, CA

- Independently manage Instagram content strategy and execution, maintaining a social content calendar and developing original concepts, captions, promotional copy, and branded graphics aligned with the company's voice and marketing goals
- Research social media trends and audience interests to pitch timely content ideas and translate brand services into engaging, audience-focused educational and promotional content

Research Assistant & Content Creator

USC PRISM Program

Oct 2025 – Present

Los Angeles, CA

- Researched emerging public relations trends to improve strategic recommendations
- Designed digital content, copy, promotional graphics, and social media assets, ensuring consistency with brand voice and program goals

Marketing Intern

Study Smart Tutors

May 2026 – Aug 2026

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
- Contributed to demand generation strategy across paid media channels, driving attributed revenue and 17% growth in qualified leads

Marketing Coordinator

Corvia

Jun 2023 – Jul 2025

Austin, TX

- Partnered with leadership to develop educational resources and internal team materials
- Supported performance marketing programs leading to a 22% increase in new customer revenue

EDUCATION

University of Southern California

Master of Arts, Public Relations and Advertising

Expected Dec 2026

University of California, Santa Barbara

Bachelor of Arts, Sociology

Mar 2025

SKILLS

Analytics, Digital Marketing, & Research: Excel, Mention, TikTok Analytics, Google Ads, Meta Ads, Qualtrics, Google Workspace

Design and Editing: Proficiency in After Effects, Capcut, WordPress, Adobe Creative Cloud