

PAMELA RIVERA

CREATIVE HAND | STRATEGIC MIND

FIND ME

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SKILLS

PHOTOSHOP



ILLUSTRATOR



INDESIGN



MS OFFICE



SPECIALTIES

- creative design and concepting
- content planning and strategy
- stop motion creation
- leading photoshoots & food styling
- native Spanish speaker
- proficient French speaker

EDUCATION

Bachelor of Arts in Psychology
Minor in Communication Design
Washington University in St. Louis, Class of 2014

HELLO!

Brand storyteller. *Photoshop wizard*. A detail-oriented, latina creative with a wide range of experience in both in-house and agency settings for CPG brands. An adept designer with a lot of heart, many self-taught experiences, a curious nature and strong creative insights. I pride myself in being able to exceptionally execute on any creative task, even when it requires going out of my knowledge zone to learn more and bring the best to the table. Passion, kindness and dedication drive my work and leadership style.

EXPERIENCE

PRESENT
SEPT. 2021

Senior Art Director

Upshot / Chicago, IL

- Lead content creation from beginning to end, collaborating with photographers and providing creative counsel for six CPG food clients.
- Oversee dual-language Spanish/English creative executions, including copy writing, for our client, LALA.
- Art direct quarterly photoshoots for both still and video work as well as OTT campaigns.

AUG. 2021
MAR. 2019

Senior Art Director

Art Director

SRW / Chicago, IL

- Led content creation from beginning to end, art directing and designing for a large range of better-for-you food clients.
- Oversaw and led quarterly brainstorms for social content and campaigns.
- Pitched client-facing creative presentations and served as client's creative contact.
- Art directed quarterly photoshoots for both still and video work, including food styling.
- Led packaging design work for multiple clients.

MAR. 2019
MAR. 2017

Graphic Designer

Enjoy Life Foods / Chicago, IL

- Led brainstorms and handled execution for all in-house creative for print, online, email marketing and monthly social media plans.
- Ran photoshoots and edited content.
- Collaborated with agency partners on campaign work and print materials.

MAR. 2017
APR. 2015
FEB. 2015

Designer/Content Strategist

Assistant Account Executive

Intern

Weber Shandwick / Chicago, IL

- Designed creative for print, online and social media use.
- Assisted in content development and tactical strategies for social media.

FEB 2015
MAY 2014

Designer / Interim Marketing Coordinator

American Association of Nurse Anesthetists / Park Ridge, IL

- Created infographics, promotional materials, signage and visuals for online and print use.