

PAMELA RIVERA

CREATIVE HAND | STRATEGIC MIND

FIND ME



Chicago, IL



847.873.4049



pamelarivera@live.com



www.pamelarivera.net



www.linkedin.com/riverapamela

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

HELLO!

Brand storyteller. *Photoshop wizard*. A detail-oriented 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
MAR. 2019

Senior Art Director

Art Director
SRW / Chicago, IL

- Lead content creation from beginning to end, art directing and designing for a large range of better-for-you food clients.
- Oversee and lead quarterly brainstorms for social content and campaigns.
- Pitch client-facing creative presentations and serve as client's creative contact.
- Art direct quarterly photoshoots for both still and video work, including food styling.
- Lead 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.
- Directed tactics for seasonal programs, including influencer programs and content ideation.

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.

EDUCATION



2014
2010

Bachelor of Arts in Psychology & Anthropology Minor in Communication Design

Washington University in St. Louis / St. Louis, MO