

Sabrina Rivera

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WORK EXPERIENCE

McDowell Communications Group

Nov 2021 - Present

Director of Social and Digital Media

Hartford, CT

- Oversees social media campaigns (paid and organic) and develops digital media content for clients.
 - Clients include nonprofit organizations, individual industry leaders, school districts and state agencies (examples: Connecticut Office of Higher Education, Connecticut Department of Social Services).
- Manages McDowell Communications Group's social media presence across multiple platforms.

Connecticut Department of Public Health

Jun 2021 - Nov 2021 (Contract)

Social Media Director

Hartford, CT

- Developed and oversaw the Department of Public Health's social media content advocating for COVID-19 vaccine distribution.
 - Strengthened previous social media strategy, amplifying Facebook and Twitter reach by 229% and 108%, respectively.
- Executed geo-targeted Facebook and Instagram ad campaign that reached 1.97 million users, generating 115,000 engagements and 14,000 post clicks.

University of Hartford

Jan 2020 – May 2021

Teaching Assistant

West Hartford, CT

- Organized and prepared lesson plans for undergraduate *Introduction to Communication* courses.
- Assisted in curriculum prep and instruction for both in-person and online classes.
 - Evaluated student performance, including grading exams, papers, and other assignments.

First Town Downtown

Mar 2019 – Aug 2020

Communications and Media Specialist

Windsor, CT

- First Town Downtown is a nonprofit organization that supports small businesses and promotes activities on the main street for the town of Windsor.
- Promoted sponsored events, primarily through social media and video content.
 - Enhanced Facebook presence by 20% in four months.
- Produced promotional material for small businesses and other nonprofits in the form of print, social media/digital, and out-of-home advertisements.

EDUCATION

University of Hartford

May 2021

MA, Communications

West Hartford, CT

- Produced multimedia thesis project analyzing health communication for multiple sclerosis; 4.0/4.0 GPA

University of Hartford

December 2019

BA, Communications

West Hartford, CT

- *Summa cum laude*; President of Communication Honors Society; 3.9/4.0 GPA

SKILLS

- Adobe Creative Suite, Microsoft Office, video production/editing, social media management, graphic design, digital marketing, hybrid teaching, public speaking, researching, group collaboration