

# Christina Riviello

Morris Plains, NJ  
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## Experience

APRIL 2022 – SEPTEMBER 2022

### Marketing Coordinator | Trillion Creative

Collaborated with the marketing team to develop and implement digital marketing strategies for clients to grow their digital presence, increase visibility and accelerate marketing impact. Project activities included:

- Created and published social media content creation.
- Coordinated ongoing projects of varying sizes e.g., small print materials (ex. business cards) and extensive digital branding campaigns (ex. multi-email event promotions)
- Co-produced landing pages and blog posts using best SEO practices to increase web traffic
- Set up email campaigns via MailChimp to publicize thought leadership, client events, and product and service updates

APRIL 2018 – APRIL 2022

### Marketing Associate | Gary's Wine & Marketplace

- Partnered with the Marketing and Creative team to develop, write, edit, publish, and share engaging content daily, ranging from short-form videos to promotional graphics
- Managed the company's social media calendar to set a consistent social media and digital strategy for various store promotions, events, etc.
- Collaborated with the Wine Team to create segmented email campaigns for daily e-commerce newsletter with 100,000+ subscribers resulting in an unprecedented 350% increase for in-store and online sales
- Managed email production process from end to end including email production, segmentation, and co-designed emails with marketing team
- Collected statistics for email and social campaigns via Sprout Social and Power Bi respectively to monitor results and enhance performance while establishing benchmarks and recommending/reporting optimization opportunities

MAY 2016 – April 2018

### Marketing Coordinator | G&G Management Associates

- Developed content, marketing, and creative projects for the clients.
- Managed social media for clients, including creating digital promotional posts on Facebook, Twitter, and Instagram.
- Storyboarded and executed in-house/client video marketing projects.
- Coordinated campaigns and proposals with social media influencers and content creators.
- Identified and won a steady flow of new client projects.

## CLIENT WORK

Video Producer | Colotraq

Created a series of infographic videos to inform clients about Colotraq's cybersecurity services. Led all aspects of the video production process (e.g., creative, filming, graphics development and editing).

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#### Video & Media Coordinator | Dream Pairs

Collaborated with the marketing team to develop campaigns for company promotions, sales, and giveaways. Also produced videos, photographed products, scheduled daily posts, and produced graphics.

#### Video Assistant | CSI Group

Served as production assistant to the video coordinator by collecting assets for project. Worked on storyboards for upcoming projects, backing up daily storage tapes, and purchasing equipment and supplies for shoots.

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## Education

MAY 2016

### **Communications Media BA | Kean University, Union, NJ**

Graduated Cum Laude and member of the Dean's list.

JUNE 2012

### **HS Diploma | Parsippany Hills High School, Parsippany, NJ**

Graduated with honors and received Student of the Month award.

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## Technical Skills

Adobe Suite, Microsoft Office, G-suite, Hootsuite, Hive, Asana, Sprout Social, Mailchimp, WordPress, Squarespace, and Canva.