

Contact

Phone

703-507-3797

Email

sabrina.k.rivera@gmail.com

Portfolio

www.sabrinakrivera.com

Education

Brandcenter

MS in Business (Brand/Copy)

Virginia Commonwealth University

BA in Communications

Christopher Newport University

Awards

2022 Snickers Fleets

(BBDO NY, Internship)

- Webby's Finalist | *Best Use of Stories, Promotions & Contests*
- The One Show | *Round 1 Shortlist*

2023 Google Trending Billboards

(BBH USA)

- Cannes Lions | *Shortlist*
- D&AD | *Shortlist*
- The One Show | *Silver, Bronze, Merit*
- The Andy's | *Craft*
- The Clio's | *Silver x2, Bronze*

What's On My Shelf?

RPG games

- Final Fantasy 5-10
- .hack// series
- Legend of Mana

Comic Books

- Watchmen
- Batman: The Dark Knight Returns
- Batman: Under the Red Hood

Horror

- Tender Is The Flesh
- Junji Ito

DVD/Blu-Ray

- Parasite (2019)
- Memories of Murder (2003)
- 2001: A Space Odyssey (1968)
- Hannibal (TV, 2013)

Empty space because...

- My cat knocked something over

Sabrina Rivera

Creative Copywriter

Innovative copywriter with 2.5 years of in-agency experience writing conceptual scripts, activations, and digital-first campaigns for brands such as Heineken USA, Samsung Global, Google, Folgers, and Snickers. Proven ability to stay on top of social trends, and bring new creative through multiple rounds in the face of a challenging brand.

Experience

June 2022 - April 2024

BBH USA | New York, NY

Associate Copywriter

- Pushed creative for Google Trending Billboards with native Gen Z insight, achieving over 25M media impressions with 20 handcrafted, image-searchable billboards.
- Pitched and sold user experience activation with short launch film to promote Heineken Silver for the 2023 US Open (Tennis).
- Worked solo, with a partner, and within a team on various copy tasking including manifesto writing, scripts, print, digital display, and social post copy.
- Produced digital social-first campaign for Folgers Black Silk, working closely with production teams to craft the shoot and final deliverables.
- Pitched and won 2023 project for Samsung QuickShare by creating concepts for a range of verticals and non-traditional channels.
- Developed and presented quarterly digital and social branding projects to internal stakeholders at Brighthouse Financial.

March 2022

Virginia Commonwealth University, Live Client | Richmond, VA

Copywriter (Freelance)

- Lead a team and served a lead copywriter to create a new, conceptual brand identity for VCU, influencing their new platform.
- Presented the pitch with one other speaker to internal stakeholders, emphasizing the creative work with unique, slightly unorthodox pitch theatre.

August 2021 - May 2022

VCU School of Business | Richmond, VA

Graduate Assistant

- Designed and created marketing materials and data visualizations to promote the benefits of the Executive MBA program on social media.
- Performed program operational assistance by organizing and maintaining relevant data, files, and student profiles.
- Prepared students for capstone presentations by assisting with copy editing, user testing, and redesigning project websites.

June 2021 - August 2021

BBDO NY | MAIP Fellowship | New York, NY

Creative Intern (Copywriting) | 2021 MAIP Fellow

- Utilized Dunkin' brand voice to develop consistent and engaging organic social media posts on TikTok, Instagram, and Twitter.
- Pitched a reactive social activation that established Snickers as the last brand to use Twitter Fleets, earning a spot in the Webby's finalists and One Show shortlist.
- Served as sole copywriter and lead two groups of MAIP Fellows to create campaign concepts in the program's competitions for Digitas' AAPI initiative AsianUntold, and Thomas Bagels, placing in the top three in both competitions.