

SORAYDA RIVERA

BILINGUAL COMMUNICATOR AND MOTIVATIONAL SPEAKER

CONTACT



903-262-8222



soraydagr@gmail.com

SKILLS

Public Speaking

Bilingual

Written and Verbal Communication

Reporting

Customer Service

TECHNICAL SKILLS

MS Office

Premiere Pro

InDesign

Photoshop

Illustrator

EDUCATION

University of Texas at Tyler

Bachelors of Mass Communication -
Public Relations/Minor in Graphic Design
Jan. 2021-April 2023

Tyler Junior College

Associates of Arts in Advertising/Public
Relations

P1 Learning Broadcast Sales Course
Certificate

Jan. 2020-May 2021

LANGUAGES

Spanish



English



PROFILE

Bilingual Mass Communication undergraduate with a solid foundation in Public Relations and Advertising. A dedicated communicator driven to deliver effective messaging and creative solutions. Eager to contribute my skills and enthusiasm to a dynamic team in the marketing and PR industry.

WORK EXPERIENCE

Communications Specialist Intern

Brookshire Grocery Company, Tyler, TX

January 2023-April 2023

- Assisted in writing and designing diverse print and digital publications, ensuring effective communication of company messages.
- Prepared internal and external communication materials, showcasing strong written and verbal communication skills.
- Provided support to company projects, utilizing multimedia expertise and demonstrating proactive initiative.
- Played an active role in hosting company events and meetings, contributing to their successful organization and execution.

Freelance Journalist/Photographer

The Tyler Loop, Tyler, TX

October 2021- January 2023

- Developed compelling content and captured engaging visuals for storytelling purposes.
- Conducted interviews, wrote articles, and produced multimedia pieces.
- Managed social media campaigns and engaged with the community.
- Demonstrated leadership skills and problem-solving abilities.

Student Life Editor

The Drumbeat, Tyler, TX

January 2020-April 2021

- Oversaw the Student Life section of the student newspaper.
- Wrote articles, edited submissions, and collaborated with a team of writers.
- Designed and laid out newspaper pages using InDesign.
- Maintained effective communication with staff and contributors.

Patient Ambassador

Biogen, Inc., Cambridge, MA

September 2019-Present

- Developed expertise in public speaking and effectively shared personal story.
- Engaged with audiences at public venues and virtual platforms.

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2107 Lindbergh St., Tyler, TX 75703

REFERENCES

Anita Brown - 903.594.8249

Leslie Diaz - 903.520.7482

Norma Niederhofer - 903.253.4192

Board Member

East Texas Wheelers and Walkers

May 2013- Present

- Successfully manage and curate content for the organization's Facebook page, increasing engagement and followers to promote awareness and activities.
- Play a vital role in the planning and execution of various events, including fundraisers, support groups, and community outreach initiatives, ensuring their success and impact.
- Advocate for the needs and rights of people with disabilities, promoting awareness and inclusivity in the local community and beyond.
- Assist in fundraising activities, including donor outreach, and sponsor partnerships, to secure necessary funding for the organization's initiatives.

Administrative Assistant/Sales

Lone Star Handicap Vans, LLC, Tyler, TX

July 2011-January 2017

- Collaborated with Veteran Affairs and various state organizations to facilitate the acquisition of vehicle modifications for customers.
- Managed administrative tasks efficiently, including payroll processing, invoicing, and record keeping, ensuring the smooth operation of daily business activities.
- Demonstrated strong multitasking abilities by taking on the responsibility of ordering equipment and materials required for vehicle modifications, ensuring timely delivery and availability of necessary resources.
- Played a pivotal role in sales support, assisting customers in choosing suitable handicap van modifications, addressing inquiries, and providing product information to drive sales and customer satisfaction.
- Collaborated with the sales team to create a seamless customer experience, providing administrative support for quotes, contracts, and follow-up communications.

HONORS AND AWARDS

- Tom Anderson Jr. Journalism Scholarship, 2020
- East Texas TRIO Alliance Scholarship, 2021
- Multimedia Feature, 1st place, Texas Intercollegiate Press Association, 2021
- Multimedia Feature, 1st place, TIPA, 2021
- Feature Story, 2nd place, TIPA, 2021
- Feature Reporting-Video, 3rd place, TIPA, 2021
- Feature Page Spread/Design - Newspaper, 3rd place, TIPA, 2021
- General Column, 1st place, TIPA 2022
- Phi Kappa Phi, 2022-Present
- President's List, 2020-2023