

BRIANA RIVERA

111 NW 16th Street, Gainesville,

Florida | 813-482-4387 | brianarivera16@gmail.com | <https://www.linkedin.com/in/brianarivera101603/details/experience/>

EDUCATION

University of Florida

Bachelor of Science in Marketing, Marketing/Media Production Management and Technology

Skills: Graphic Design and Promotion Experience, Microsoft, Adobe Software, Videography, Photography

December 2026
Gainesville, Florida

WORK EXPERIENCE

The Boston Beer Company

Brand Marketer

- Drove brand awareness and sales for the Sun Cruiser product by implementing targeted campaigns at 10 local restaurants and event spaces, while fostering strong relationships within the Gainesville alcohol-service community.
- Enhanced digital engagement by creating and managing a compelling social media presence, producing 3 pieces of visual content per week that resonated with local audiences, students, and industry professionals.

October 2024 - Present
Gainesville, Florida

Texas Roadhouse, Bubbas 33, Outback and Metro Lagoons

Local Store Marketer/Bartender/Server

- Drove increased store traffic by strategically scheduling social media campaigns, executing community-focused promotional events with over 10 schools and sports facilities, as well as exhibiting quality customer service whilst in numerous front-of-house positions.

January 2020 - December 2025
Gainesville and Wesley Chapel Florida

The Alligator Newspaper

Advertising Intern

- Secured advertising partnerships by collaborating with a team to negotiate contracts with over twenty local businesses, while developing persuasive proposals for print and digital placements, enhancing newspaper revenue, and community engagement.

December 2022 - May 2023
Gainesville, Florida

LEADERSHIP & INVOLVEMENT

The Agency

Project Coordinator

- Directed cross-functional teams to deliver high-impact advertising campaigns for local, national, and international brands such as The Bartram Apartments, Disney Careers, and L'Oreal, ensuring alignment with client objectives and driving on-time delivery through meticulous project management.

November 2024 - Present

Lucero Films

Co-Founder and Vice President of Marketing and Outreach

- Strengthened the Hispanic film community by devoting over 50 hours to developing production and marketing plans, as well as leading collaborative screenwriting and equipment workshop sessions for the organization.

November 2024 - Present

The Florida Cicerones - Students Today, Alumni Tomorrow

Telecommunications Chair

- Planned and coordinated over 10 film schedules for videography and cinematic social media content, ensuring timely production and alignment with the organization's creative vision.
- Captured and edited high-quality video content for over 50 hours, collaborating with leadership to produce engaging visuals that showcased the organization's brand and initiatives.

May 2024 - May 2025

F.E.M. Films

Executive Marketing Director

- Executed over 50 marketing strategies, including targeted student campaigns for productions and events.
- Orchestrated film premiere marketing campaigns with themed content and event design, while simultaneously advancing the organization's mission of strengthening female representation.

May 2024 - May 2025

Chompics Productions

Director and Co-writer

- Wrote and directed production episodes for the organization's annual web series, ensuring the organization of the script, shot list, and the over 50 cast and crew members whilst on set.

September 2024 - February 2025



Briana Rivera

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brianariveraproduction.com

Gainesville, FL | Tampa, FL

BIOGRAPHY

Ethnicity: *Hispanic*
Nationality: *American/Puerto Rican*
Weight: *145 lbs*
Height: *5'2*

EDUCATION

University of Florida
2022-2026
BA in Film and BS in Marketing

The Acting Studio
2023 | *Wesley Chapel, FL*

Hey, I Saw Your Commercial Acting Class
March-June 2023

SKILLS

Trained Vocalist (Belt Tenor and Oprah Soprano)

Musician (Piano and Music Producer)

Screenwriter, Filmmaker and Editor Background

FILM

<i>ONE OF THE BOYS (Feature)</i>	LEAD SUPPORTING	<i>Kaylee</i>
<i>BETWEEN TAKES (Short)</i>	LEAD	<i>Carmen</i>
<i>THE ARCHER'S PARADOX (Series)</i>	LEAD SUPPORTING	<i>Brie</i>
<i>TAKE THE L (Short)</i>	LEAD SUPPORTING	<i>Leah</i>
<i>FIGHT OR FLIGHT (Short)</i>	LEAD	<i>Julie</i>
<i>THE RIGHT KIND OF LOVE (Short)</i>	LEAD SUPPORTING	<i>Sara</i>

STUDENT PROJECTS

<i>BEN AND JERRY'S COMMERCIAL</i>	SUPPORTING	<i>Friend #2</i>
<i>LIQUID DEATH COMMERCIAL</i>	LEAD SUPPORTING	<i>Whitney Pink</i>
<i>MIRROR*</i>	LEAD	<i>Main Girl **</i>
<i>GAME OF LIFE</i>	LEAD	<i>Player 0</i>

THEATRE

<i>MIDSUMMER'S NIGHTS DREAM</i>	LEAD	<i>Hermia</i>
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REFERENCES

VICTORIA WATSON ACTING COACH: 813-679-4810



BRIANA RIVERA

CREATIVE PORTFOLIO

A well-driven and passionate individual with a creative vision for all things film and commercial videography. She has keen instincts for her craft and pays close attention to details, demonstrating competence across all levels of the filmmaking process. Has a desire to learn and grow in the industry and is open to all positions in the creative process.

EXPERIENCE

CREATIVE FILMMAKING

Aisle of Man

2025 - Writer | Director | Producer | Editor | Composer | Marketer

My Brother's Keeper Episode 2: Curiosity Killed the Coral

2024- 2025 - Co-Writer | Director

Silhouettes

2025 - 2026 - Lead Writer | Director | Editor | Composer | Marketer

- Selected and organized crew calls, auditions and set location selection and scheduling for student-based films.
- Facilitated productivity through heavy involvement in both the creative and logistical levels of the filmmaking process.
- Created promotional campaigns, film posters and trailers for upcoming films to enhance engagement and interest.

COMMERCIAL VIDEOGRAPHY AND EDITING

The Florida Cicerones - Telecommunications Chair

2024-2025 | Videographer | Editor

Suncruiser Gainesville- The Boston Beer Company - Brand Marketer

2024-2025 | Videographer | Marketer | Graphic Designer

Gator Growl - Assistant Director of Video and Editing

2025-2026 | Videographer | Editor

Thrifty, Gainesville - Brand Ambassador

2024 | Videographer | Marketer | Editor

- Managed social media platforms and created compelling campaigns for nationwide and local brands.
- Produced, filmed and edited recruitment videos, member documentaries and event recaps for student organizations.
- Educated fellow chair members on video editing, videography layouts and styles, and visual storytelling cues.

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🌐 brianariveraproduction.com

SKILLS

- Videography
- Photography
- Film and Commercial Editing (Premier Pro and Final Cut)
- Composing (Logic Pro)
- Graphic Design (Photoshop and Procreate)
- Screenwriter
- Producing and Directing
- Social Media Marketing

EDUCATION

UNIVERSITY OF FLORIDA

B.S In Marketing
2022-2026

B.A in Film and TV Production
2022-2026