

ALEXA R. RIVETTI

701 Kettner Blvd, Apartment 131, San Diego 92101 | (858)-314-8921
alexarivetti@gmail.com



EDUCATION

University of California, Berkeley 2013 - 2016
– BA, Interdisciplinary Studies – Film & Media
Tel Aviv University, 2019 - soon!
– MFA, Documentary Cinema

SKILLS

Digital Marketing, Content Creation, Writing for SEO, Internal Communications
Social Media Management, Graphic Design, Event Planning

AWARDS

The 2018 Dean's List: EdTech's 30 Must-Read Higher Education IT Blogs
– awarded to the UC IT Blog, editor/contributor
Top 100 Social CIO
– awarded to UC CIO Tom Andriola, social media manager/contributor

EXPERIENCE

Marketing Coordinator, January - May 2019
Tower 23 IT - Encinitas, CA

– Redefined the Tower 23 IT brand, and completely reimaged digital marketing strategy, from social media to content partnerships
– Designed new email marketing template with MailChimp, edited WordPress website interface, and organized campaigns with Constant Contact

IT Communications Coordinator, June 2016 - June 2018
UC Office of the President - Oakland, CA

– Worked directly with CIO Tom Andriola and IT Chief of Staff to strategize communications and foster meaningful connections between 7,000+ IT staff across all 10 UC campuses
– Managed the University of California IT blog, wrote and edited new blog posts, and gained thousands of subscribers with grassroots campaigns
– Coordinated the UC IT Leadership, Innovation, and Collaboration Program at UC Berkeley's Haas School of Business

IT Marketing and Communications Intern, January 2015 - June 2016
UC Office of the President - Oakland, CA

– Created community accounts on LinkedIn, Slack, Twitter, YouTube, and Instagram, and posted weekly content
– Coordinated university intern training program and networking dinners

ACTIVITIES

MASA Innovation Team 2019 - Member
UC President's Advisory Committee on the Status of Women (PACSW) - Member
Women in Security and Privacy (WISP) - Member