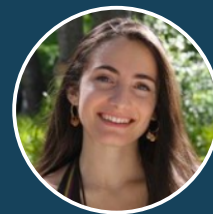


# ALEXA R. RIVETTI

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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

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## 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

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## 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