



# Kelvin Rivera

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8163 San Miguel Ave., South Gate, CA 90280

## Education

**University of  
San Francisco**  
Advertising  
2012 – 2016

**South Gate High School**  
2008 – 2012

## Skills

Adobe Acrobat Pro  
Adobe Illustrator  
Adobe Indesign  
Adobe Lightroom  
Adobe Photoshop  
G-Suite  
Hootsuite/Buffer  
Keynote  
Microsoft Excel  
Microsoft Outlook  
Microsoft Powerpoint  
Microsoft Word  
Photography/DSLR  
SquareSpace / Wix

## References

**Suraj Talluri**  
CEO  
Hoppscotch, LLC  
858.395.1737

**Lorena Padilla**  
Marketing Director  
Careaccess MSO  
760.317.7911

**Joseph Pineda**  
Marketing Specialist  
Careaccess MSO  
323.219.0243

## Professional Experience

### Creative Director

Hoppscotch, LLC - San Francisco, CA (Remote)  
July 2020 to Present

- Create the brand identity for a brand new application including logo, brand guidelines and voice.
- Guide and oversee app and UX development, making sure brand guidelines were followed while building the app.
- Develop marketing strategies for different stages of user growth after the app's launch.
- Make marketing materials such as flyers, table tents, coasters, etc.
- Work with 3rd party vendors to verify marketing materials were printed and produced correctly.
- Build and maintain the company website using Squarespace.
- Use Google Analytics to monitor website traffic and app store visits.
- Utilize UTM links in QR codes on marketing materials and social media to track effectiveness of each channel.
- Work with CEO to create company pitch decks and sales training decks.
- Manage the Instagram account using Hootsuite, gaining 120+ followers in the first 2 months after the app went live in one location.

### Production Artist

Global MSO, Inc. - Corona, CA (Remote)  
July 2021 2019 to October 2021

- Helping a new startup lay the foundations for the building of the marketing department by making sure all the necessary files and documents were received, stored and organized from the clients.
- Implement processes and procedures in work flows to help meet deadlines.
- Work on tight deadlines creating and updating client websites and marketing materials including interactive PDFs, education materials, flyers and stationary.
- Work with other departments to create all the necessary templates and forms they will need to operate.
- Communicate with clients to ensure expectations are being met.

### Production Artist

CareAccess MSO, Inc. - Cerritos, CA  
April 2019 to June 2021

- Collaborate closely with marketing director and team.
- Work with director to create branded templates and forms.
- Prepare final press-ready files based on supplied specifications for several types of printing.

## **Professional Experience Cont.**

### **Production Artist (Cont.)**

CareAccess MSO, Inc. - Cerritos, CA

April 2019 to June 2021

- Make various formats of supplied artwork production-ready and resolve any artwork issues that arise during production.
- Provide image retouching, clipping paths and additional image manipulation.
- Package and preflight files for release to printers or media partners
- Create PDFs for print and client review.
- Prepare images for company, including new-hire photos, online and mobile applications.
- Catalog and reference forms in each department with rev date
- Propose and follow a development timeline to ensure tasks are being completed on time.
- Troubleshoot problems as they arise with both the director and the printer.
- Works directly with print vendors to ensure quality and design of materials produced.

### **Front Desk Receptionist**

Legacy Health Corp - Commerce, CA

July 2018 to April 2019

- Oversee receptionist area by greeting all employees and visitors with a smile; answering the main phone line to redirect calls from customers and team members to the appropriate department or person; and receiving and delivering mail.
- Provide support to Customer Service; assisting on average 30 members and clinics per day.
- Provide support to any department or department head as needed.
- Assume janitorial tasks, such as, maintenance of kitchen area, conference room, common areas, and scheduling of building maintenance.
- Schedule and coordinate office events, lunches, and parties.
- Ensure office supplies are well stocked, by regularly checking on inventory and all team members.

### **Administrative Assistant**

Avesis/Guardian - Los Angeles, CA

October 2017 to July 2018

- Assume Receptionist duties; greeting and tending to visitors.
- Redirect calls to appropriate departments and employees.
- Assist Retention department by calling 50-100 members per day and completing follow ups.
- Maintaining office supplies and marketing inventories.
- Assume janitorial tasks, such as, maintenance of kitchen area, conference room, common areas, and scheduling of building maintenance.

### **Junior Processing Coordinator**

HomeUnion - Irvine, CA

February 2017 to July 2017

- Setup files in HomeUnion's operating system, inputting all data and checking for accuracy.
- Confirmed items were done before deadlines to facilitate a smooth closing.
- Assisted the processors with various tasks during closing, such as, ordering insurance, home warranties and scheduling home inspections.
- Trained missing documents pertaining to every closing.
- Ensured file was 100% complete, accurate and all documents are uploaded into the operating system.
- Worked simultaneously with the Asset Management department, when issues regarding closing would arise after the closing of a property.