



Valeria Rivera Arroyo

Passionate business strategist and fashion designer with a focus on merging creativity and commerce.

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EMAIL: RIVERAVALERIADELMAR@GMAIL.COM

LOCATION: PUERTO RICO, USA

EDUCATION

BACHELOR OF FINE ARTS IN FASHION MARKETING AND MANAGEMENT

Additional minor in Fashion Design
Savannah College of Art and Design SCAD
2021- Spring 2025 (in Progress)

BUSINESS TRAINING PROGRAM FOR WOMEN - SBA

Centro Empresarial para la Mujer
April - September 2024

CERTIFICATES

COMMUNICATING SUSTAINABILITY IN FASHION CERTIFICATE

University of the Arts London
November - December 2022

INSIDE LVMH CERTIFICATE

LVMH learning about the luxury business space from the world's largest fashion & beauty company. | December 2024

ADOBE CERTIFIED PROFESSIONAL IN VISUAL DESIGN USING ADOBE PHOTOSHOP

Certiport | February 2023

SKILLS

Marketing Concept Development
Market research
Data Analysis
Business Strategy
Social Media & Marketing
KPI Tracking
Photography & Editing basics
P&L, Merchandising, Assortment, & Planning
Branding & Mockups

WORKING EXPERIENCE

SOCIAL MEDIA MANAGER

Optimized, organized, planned, and produced social media campaigns to boost engagement and drive conversions.

Aquaviva Rincón @aquavivarincon | Jan 2025-ongoing

BUSINESS OWNER

Developed products, executed impactful marketing campaigns, and achieved sellouts for most collections.

Awa (2017-2019) Veevra (2020) Eria (launching 2025)

GRAPHIC DESIGNER

Designed logos, campaigns, branding guides, menus, and advertising materials

Aquaviva Rest Rincón, JARP Realty, Bioimagenes Medicas, Glemonade, etc. | June 2023- Ongoing

FASHION SHOW DRESSER

Assisted models with dressing and coordinated the production logistics of the show

Independent Student Fashion Show, SCAD | June 2024

WAITER

Aquaviva Rest Rincón Nov 2024-Feb 2025

RUNNER & WAITER

Vacas Gauchas, Rincón Summer 2021

CUSTOMER SERVICE

Bioimagenes Médicas Summer 2021-2023

TECHNICAL SKILLS

| | | | |
|-------------|----------------------------------|-------------|---------------------------------|
| CANVA | <div style="width: 100%;"></div> | ADOBE RUSH | <div style="width: 75%;"></div> |
| ILLUSTRATOR | <div style="width: 80%;"></div> | NOTION | <div style="width: 90%;"></div> |
| INDESIGN | <div style="width: 70%;"></div> | EXCEL | <div style="width: 85%;"></div> |
| PHOTOSHOP | <div style="width: 95%;"></div> | PHOTOGRAPHY | <div style="width: 90%;"></div> |
| LIGHTROOM | <div style="width: 85%;"></div> | POWER POINT | <div style="width: 95%;"></div> |

PERSONAL SKILLS

Leadership Organization Creativity
Resilience Adaptability

LANGUAGE Fluent in English & Spanish

TOP PROJECTS

ZARA FIT LAB

Developed an AI-AR integration strategy to elevate consumer engagement and drive conversions. Crafted a plan with market insights, financial analysis, and risk assessment, earning endorsement for competition.

VIDAS PARALELAS

Collaborated with a team of three to create a short fashion film and editorial, serving as the creative director, cinematographer, graphic artist, and art director.

MIZANI EXPERIENCE

Leading senior capstone project for L'Oréal's Mizani, focusing on transitioning the brand toward a more experiential approach. Ongoing.

PORTFOLIO WEBSITE

[HTTPS://WWW.RIVERAVALERIADELMAR.COM](https://www.riveravalerialdelmar.com)

LINKEDIN

[WWW.LINKEDIN.COM/IN/RIVERAVALERIADELMAR](http://www.linkedin.com/in/riveravalerialdelmar)