



Tasha Rivera

USER EXPERIENCE MANAGER

Digital experience manager currently working for an environmental nonprofit in Arlington, Virginia. Skilled in UX/UI research and design, HTML5/CSS3, project management, Adobe CC, and marketing.

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Arlington, VA

Content Strategy **Wireframing**

Project Management

Web Design Analytics

Marketing **User Experience**

Data Visualization

Search Engine Optimization

Work Experience

2019+

Rare Digital Experience Manager

- Project manage the UX research, design, development, deployment, and maintenance of Rare's multiple web presences with external partners and internal stakeholders.
- Manage suite of Google applications to improve SEO and maintain compliance for Google for Nonprofits grant. Google Ad Grant for Nonprofits certification earned February 2020
- Designed internal digital signage to keep employees informed of company ongoings.
- Manage and visualize data into an easy to understand format for stakeholders at any level. Participated in M+R for benchmark analytics analysis.

2015-2019

Global Business Travel Association Senior Digital Experience Specialist

- Designed and developed GBTA's event websites on a .NET platform based around the user experience and search engine optimization.
- Managed the content, layout and timeline for each event website.
- Managed major site migration and redesign.
- Improved site load speed by 11% in 2018.
- Ensured search engine optimization for entire organization.
- Trained and lead internal staff and external contractors.

2014

The Cobalt Company Marketing Operations Manager

Managed the web site, social media, and blog including writing various articles on a wide range of topics, providing feedback to other contributors and editing other writers' content.

2013

MET Laboratories, Inc. Marketing Coordinator

Organized and promoted company sponsored events via email marketing, direct mail, and social media. Created copy and designs for eNewsletters going to lists of 50K, promotional marketing materials, and attended trade shows while tracking the success of ad campaigns.

2012

Supervisor of Elections Office Office Manager & Graphic Designer

Coordinated with candidates, handled voter questions and directed them to their needs, made cold calls, and created the look for print and web graphics. Along with being given my own office to run, I was awarded employee of the month during the 2012 election.

Education

The Art Institute of Pittsburgh
Pittsburgh, Pennsylvania
BS, Advertising

Birkbeck University of London
Study Abroad Program
London, United Kingdom