

The logo consists of the letters 'MR' in a bold, white, sans-serif font, centered within a dark gray square.

## Mekita Rivas

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## Hello!

*I am a Washington, D.C.-based editor, writer, and creative consultant who is passionate about good grammar, gripping storytelling, and gutsy branding. With more than six years of communications strategy and project management experience under my belt, I'm confident that I can help your team optimize the written word in an effective, efficient, and original way.*

## Education

University of Nebraska-Lincoln  
Bachelor of Journalism, Bachelor of Arts in English  
Spanish, Ethnic Studies, Film Studies minors

## Skills

News and feature writing • internal and external communication plans • content and database management systems • social media • online content • photo and video editing • email marketing

## Software

PC and Mac proficient • Microsoft Office Suite • Adobe Creative Suite • SharePoint • WordPress • Drupal • Business Catalyst • Clickability • MailChimp • Constant Contact • Aptivada • Four Winds Digital Signage

## Awards & affiliations

2013 National Edward R. Murrow Award | Small Market Television, Website, kgun9.com • National Association of Hispanic Journalists • American Copy Editors Society • Chi Omega Fraternity

## Experience

### Communications Writer, University of Maryland

July 2017–present

- Create compelling content in a range of formats to promote thought leadership at the Robert H. Smith School of Business
- Develop articles, social media posts, and multimedia for print and digital products
- Coordinate interviews, gather information, and deliver content on deadline
- Manage all Smith School internal communication mediums including intranet, plasma screens, and kiosk signage

### Creative Consultant and Freelance Journalist, Rivas Raves

September 2016–present

- Advise clients about editorial best practices and communications strategy
- Generate original, timely, and engaging story ideas with a focus on culture, politics, style, travel, and wellness
- Write reported features, op-eds, listicles, Q&As, personal essays, and more
- Work is published in The Washington Post, Glamour, Marie Claire, Teen Vogue, and others

### Editor and Writer, American Association of University Women

January 2016–July 2017

- Oversaw departmental project management system
- Edited the messaging and tone of online content including articles, blogs, press releases, social media posts, web updates
- Provided editorial oversight of digital and print projects including ads, brochures, emails, flyers, magazines, newsletters
- Wrote articles and blog posts for aauw.org and *Outlook* magazine
- Adhered to multiple writing style guides including AP, Chicago, in-house
- Managed departmental expenses

### Communications Associate, University of Nebraska-Lincoln

August 2013–January 2016

- Served as a member of the university's communications team; covered the School of Natural Resources (SNR)
- Prepared content and final editing for weekly e-newsletter "Inside SNR"
- Served as editor-in-chief and head writer for SNR's biannual alumni newsletter (digital and print)
- Wrote copy for ads, articles, brochures, posters, press releases
- Created and produced online content for snr.unl.edu
- Managed Facebook and Twitter (@unlsnr) pages
- Developed online database to showcase faculty expertise
- Edited administrative documents including emails, memos, talking points, job postings
- Photographed school events, social functions, faculty/staff/student portraits

### Web Producer, The E.W. Scripps Company (KGUN-TV)

September 2012–March 2013

- Served as web point person during morning news shift
- Managed the kgun9.com homepage and KGUN 9 Facebook and Twitter (@kgun9) pages
- Wrote and produced online content including articles, photo galleries, videos, Q&As
- Wrote, produced, and distributed breaking news alerts and daily e-newsletter
- Live-tweeted breaking news
- Appeared on air to discuss web-specific topics and news stories
- Answered and directed calls to the assignment desk from 4–8 a.m.; served as fill-in desk editor as needed

### Communications Assistant, Olsson Associates

April 2011–August 2012

- Wrote articles and press releases for internal and external newsletters and intranet site
- Launched and managed student intern blog
- Edited and updated online content for olssonassociates.com
- Served as primary editor for client e-newsletter
- Served on social media committee; focused on Facebook, LinkedIn, Twitter; created how-to tutorials for employees