Michelle G. Rivera

musician, marketing specialist, content creator



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EXPERIENCE

Drama Is My Cardio, Online (2020 – Present)

Content Creator & Podcaster

- Daily musical recommendations through social media platforms
- Breakdowns of songs/albums and musical analysis focused on Hispanic artists through Youtube and other social media platforms
- Interviews with relevant artists, creatives and professionals from the hispanic music industry, and concert reviews through Youtube videos and Podcasts platforms
- Live Concert reviews and playlist curation

American Business Investment, Wellington, FL (2022 – Present)

Marketing Assistant

- Creates and manages the seller portfolio of presentation packages for investors
- Assists with Business Valuations through financial analysis of P&L financials, employee structure, customer and asset lists

Ciudad Postal USA, Wellington, FL (2018 – 2021)

Branding Developer

- Develops visual Identity
- Creates social media content marketing and strategies
- Manages social media presence
- Monitors social media channels to build a community of followers.
- Handles communications on various social platforms

CERTIFICATIONS

- **“Periodismo Musical”** - *Xperience Makers, 2023*
- **“Trendi: Aceleradora de Creadores Digitales”** - *Trendi Latam, 2022*
- **“El Negocio de la Música para Compositores”** - *Edgar Burciaga, 2022*
- **“El Negocio de la Música para Intérpretes”** - *Edgar Burciaga, 2022*
- **“Personal branding estratégico para redes sociales”** - *Dot Lung, 2021*
- **“Marketing de contenidos para redes sociales”** - *Reina Rodríguez T., 2021*

EDUCATION

2017 - 2018 (Not finished due to relocation)

Bachelor in Music, with a major in Orchestral Conducting

Universidad Nacional Experimental de las Artes - Caracas, Venezuela

2012 - 2018 (Not finished due to relocation)

Associate’s Degree in Soloist-Symphonic Clarinet

Conservatorio de Música Simón Bolívar - Caracas, Venezuela

LANGUAGES

English, Spanish.

SKILLS

- Planification
- Communication
- Creativity
- Problem Solver
- Leadership
- Multitasking

CONTENT CREATION

Instagram: @dramaismycardi0

Twitter: @dramaismycardi0

Youtube: @dramaismycardio

Podcast Platforms: Drama Is My Cardio