

GIOVANNI RIVERA

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ADMINISTRATIVE OPERATIONS | MARKETING | COMMUNITY OUTREACH

PROFESSIONAL PROFILE

Returning college student and mission-driven operations professional with hands-on experience supporting leadership, building websites and CRM systems, producing content, coordinating outreach, and executing special projects across law-enforcement, wellness, and community-focused organizations. Known for initiative, discretion, adaptability, and follow-through.

EDUCATION

COUNTY COLLEGE OF MORRIS | Randolph, NJ **In Progress**

Associate of Science in Information Technology

MERCER COUNTY COMMUNITY COLLEGE | West Windsor, NJ **2015-2017**

Liberal Arts Coursework

RELEVANT EXPERIENCE

COP TOWN PODCAST | New Jersey / Remote **2026**

Digital Systems & Production Support Contractor

- Designed and built the public-facing website and backend CRM, organizing contact intake, guest and partner relationships, pipelines, follow-up workflows, and digital content.
- Supported an interview-based media platform led by retired Trenton officers and focused on police culture, leadership, trauma, mental health, faith, identity, and life beyond the badge.
- Assisted with content development and studio readiness, including lighting, recording setup, episode assets, and cross-platform promotion for YouTube, Spotify, Instagram, and the website.

ELEVATE WELLNESS MEDIA LLC | New Jersey **2023-Present**

Digital Operations & Client Support Consultant - Part-Time / Contract

- Coordinate client onboarding, meetings, project requirements, approvals, deadlines, records, and follow-up for wellness and service-based organizations.
- Build and maintain websites, landing pages, forms, calendars, CRM systems, client portals, and automated email and text-message workflows.
- Create Canva graphics, website copy, social content, and email campaigns; troubleshoot systems and train clients on day-to-day use.

ALLINONE COLLECTIVE | Brooklyn, NY **2023-2025**

Marketing & Community Operations Coordinator

- Supported leadership, daily communications, community inquiries, events, promotions, and special projects for a startup co-working and creative space.
- Maintained schedules, contact lists, shared files, content plans, project trackers, and follow-up items across multiple fast-moving initiatives.
- Created website updates, social content, announcements, and promotional materials for entrepreneurs, creatives, nonprofits, and community partners.

LEADERSHIP & COMMUNITY

THELOVECHANGE | Remote **2019-Present**

Founder & Community Communications Lead - Volunteer Ministry

- Built and manage a mission-driven digital community of more than one million followers through consistent content planning, audience engagement, and platform management.
- Write, design, and schedule social content, Canva graphics, email communications, landing pages, and campaigns while maintaining a compassionate voice and clear professional boundaries.

TECHNICAL SKILLS

Canva; Google Workspace; Microsoft Office; GoHighLevel; WordPress; CRM and database management; website builders; email and SMS automation; social media platforms; podcast studio and lighting support; ChatGPT and AI productivity tools