

# MATTHEW SAXON RIVERA

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## PROFESSIONAL EXPERIENCE

### Founder & Creative Director

Matt Rivera Pro-Media LLC – Pomona, NY • Nov 2025 – Present

- Deliver professional photography, videography, and graphic design services.
- Produce custom music compositions with full audio engineering, mixing, and mastering.
- Manage social media strategy, content calendars, and campaign performance.
- Lead client communication, proposals, pricing, contracts, and project timelines.
- Oversee budgeting, invoicing, equipment management, and business operations.

### Business Development Manager

Aviated Precision – Irvington, NY • Jun 2019 – Nov 2025

- Captured and produced multimedia content for marketing and client communication.
- Developed lead-generation strategies to support sales growth.
- Built long-term relationships with clients and partners.

### Social Media Strategist

Polaris Healthcare – Spring Valley, NY • Apr 2022 – Sep 2023

- Created commercials, graphics, flyers, and reels for digital marketing.
- Led campaign development and monitored engagement metrics.
- Maintained editorial standards for tone, grammar, and formatting.
- Captured high-quality video, photo, and audio assets.

### Social Media Coordinator

Jawonio – New City, NY • Jun 2019 – Mar 2022

- Executed social-media strategies and produced branded content.
- Delivered live event coverage and coordinated with vendors.
- Monitored industry trends and created analytics reports.

## EDUCATION

B.S. Business & Marketing – SUNY Empire State College (2021)

A.A. Liberal Arts – SUNY Orange (2010)

## SKILLS

**Creative Tools:** Photoshop, Premiere Pro, Canva, CapCut, Final Cut, Audacity

**Marketing & Tech:** Google Workspace, Google Ads, Analytics, Microsoft Office, Mailchimp, Loomly

**Social Platforms:** Meta, TikTok, YouTube, LinkedIn, Pinterest

**Production:** Photography, videography, lighting setup, audio recording

**Media & Performance:** Live event/on-camera hosting, voiceover work

**Portfolio:** [https://drive.google.com/drive/folders/1duuT5wGq0qOqJjCdj\\_ci\\_4T1-cgm03SV?usp=sharing](https://drive.google.com/drive/folders/1duuT5wGq0qOqJjCdj_ci_4T1-cgm03SV?usp=sharing)