

SANDRA RIVERA

SENIOR BRAND LEADER / 15+ YEARS EXPERIENCE

MA, University of Texas at Austin

Brand Strategy & Positioning // Consumer & Market Research (Qualitative and Quantitative) // Strategic Insight Development // Creative Strategy & Concepting // Brand Architecture & Naming

Academic Appointments

TEXAS STATE UNIVERSITY || 2023-Present

Adjunct Professor: Intro to Strategic Thinking, Ad Concepting and Creative Thinking

UNIVERSITY OF TEXAS - AUSTIN || 2020-2021

Adjunct Professor: Intro to Creative Advertising

Professional Experience

LEAD, BRAND STRATEGY || BOND BRAND LOYALTY

5-YR VISION + BRAND FOUNDATION + BUSINESS PRACTICE PLANS + MESSAGING STRATEGY + LOYALTY RESEARCH

- Created the brand foundation for a top retail loyalty program identity.
- Aligned business objectives, processes, and challenges to develop comprehensive strategies for the largest mortgage financial institution.
- Analyzed member research to identify personas and their corresponding messaging strategy for the most popular creative suite.

SENIOR BRAND STRATEGIST || TRAINA

BRAND IDENTITY, POSITIONING & NAMING + BUSINESS STRATEGY

- Developed, curated, and oversaw the successful rebranding strategy for Space Center Houston.
- Provided education and drove strategic guidance for ELT and marketing teams, highlighting the impact of brand naming, brand architecture, brand foundation for Stater Bros. Charities.

SENIOR BRAND STRATEGIST || VML

CAMPAIGN STRATEGY + BRAND POSITIONING + MARKET/CONSUMER RESEARCH

- Collaborated with diverse, cross-functional teams at NRG to facilitate Direct Energy's repositioning during a merger and acquisition process by conducting research and identifying opportunities within greater portfolio.
- Orchestrated quarterly creative campaigns resulting in boost in brand persuasion and increase in brand trust for Direct Energy.
- Contributed to a year-long global research initiative across North America, India, and EMEA regions, examining consumer behaviors and motivations related to loyalty programs in the computer industry. Identified opportunities for up-sell, cross-sell, and potential partnerships, laying the groundwork for a new global program.

SENIOR BRAND MANAGER || NATIONAL INSTRUMENTS

BRAND RESTRUCTURING + BRAND GOVERNANCE

- Played a key role in shaping and maintaining branding and naming standards by being the go-to partner for ERG, product marketing teams, creative, social, business leaders, and legal teams.
- Pioneered NI's worldwide social media content pillars and introduced NI's inaugural brand social editorial calendar, editorial governance, and amplification toolkits, resulting in a 100% increase in organic impressions in 2019.
- Curated global flagship event via content creation and coordinating efforts across cross-functional teams.

SENIOR DIGITAL STRATEGIST || SOMNIO

PRODUCT CAMPAIGNS + COPYWRITING + CONSUMER RESEARCH + WORKSHOP FACILITATOR

- Defined and implemented segmentation that powered the creation and optimization of communication, personalization and promotional strategies for Dell and IBM.
- Created messaging leading with the consumer benefit: B2B lead generation, digital marketing, industry events, webinars, email marketing, social media marketing.