

# Robert Correas-Rivera

Content & Marketing Coordinator | Social Media Strategy | AI-Assisted Workflows  
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## Summary

My background is split between content creation and technical problem-solving. I graduated from the University of Scranton with a degree in Journalism and Electronic Media and have since worked across social media management, content production, and workflow automation. I've used AI programs including Claude, Copilot, and Gemini to develop tools that expedite workflow and reduce manual processes.

## Experience

**iPipeline** King of Prussia, PA  
Content Specialist October 2024 - April 2026

- Built a Python automation tool that ingested carrier-provided rate data, generated test grid outputs, and produced audit-ready engine files for system deployment
- Distributed weekly newsletters to life insurance carriers and brokerage agencies via Salesforce; maintained internal technical documentation to support product accuracy and organizational consistency
- Served as liaison between end-users and technical teams, escalating bug reports and enhancement requests with clear, structured communication
- Managed and audited product, form, and software data from insurance carriers, consistently delivering rate changes tested, verified, and on schedule

**University of Scranton Marketing Communications** June 2023 - May 2024  
Social Media Intern

- Produced weekly stories for the marketing department newsletter using CMS tools, maintaining a consistent publishing schedule
- Managed official university social media accounts across LinkedIn, Instagram, Facebook, and TikTok with 100K+ combined followers
- Developed content strategies based on media trend research aligned with university communications goals
- Shot and edited photo and video content for campus events

**University of Scranton** August 2021 - September 2023  
Work Study, Communications Department

- Provided front-desk service for students, faculty, and visitors, handling calls, emails, and mail routing
- Assisted professors with administrative tasks including filing, supply management, and scheduling
- Managed inventory of 20+ cameras and 40+ equipment pieces, ensuring accurate tracking and availability

## Education

**University of Scranton** Bachelor of Arts • 3.4 GPA  
Journalism and Electronic Media – Minors: Film Production, Social Media Strategies August 2020 - May 2024

## Volunteering

**Liva Arts Company and Acapella Groups – Director, Volunteer** May 2022 - May 2024

- Led rehearsal scheduling and coordination across students, faculty, and board members, managing logistics and deadlines
- Shot and edited concert videos for the club's YouTube channel

## Skills

Social Media Strategy	Content Creation	Adobe Creative Suite	AP Style Writing
CMS Tools	AI-Assisted Workflows	Python	HTML
SEO	Salesforce	Newsletter Distribution	Technical Documentation
Data Auditing	Cross-Functional Coordination		